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ABSTRACT

Developed to assist Alabama libraries in their choice of delivery systems to bring library services to isolated populations and to provide guidance for better utilization of library resources, this statewide study examines books by mail and bookmobile systems. Although bookmobile services are better received by users, they are more costly than books by mail, and neither of these services is currently reaching a substantial portion of its potential users. Books by mail programs suffer from confusing and incomprehensible catalogs. While not recommending either service as preferred for a particular library, libraries should establish relative costs and should avoid sole reliance on one form to the exclusion of all others. Libraries should strive to create public acceptance through better public relations; imaginative and attractive catalogs; and by providing library materials, including reference items, that appeal to the established tastes of their patrons. The study includes a summary of previous studies, the research design of this study, analyses of the characteristics of the respondents and the library system, and cost analyses of the major delivery systems. Four appendices provide a supplementary survey of leisure time activities, opinions of library staffs and community leaders, a data analysis, and the survey instruments. (RAA)

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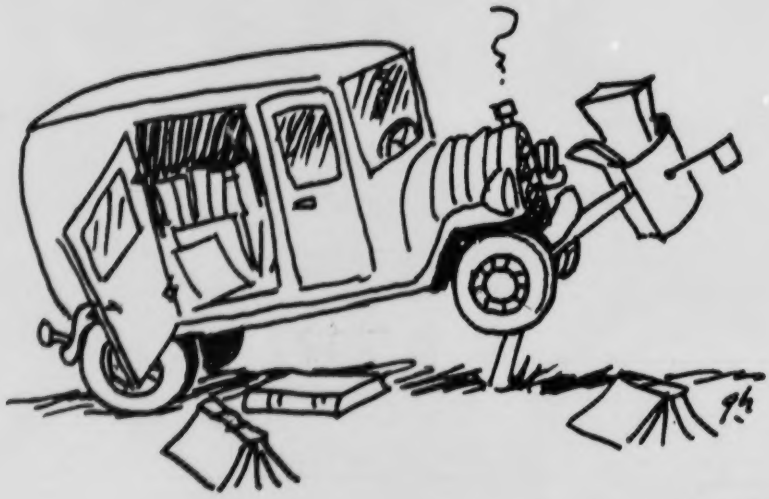
# A STUDY OF LIBRARY DELIVERY SYSTEMS

## WITH AN EMPHASIS ON

## BOOKMOBILES vs BOOKS-BY-MAIL

James Benson
Alex Boyd



Graduate School of Library Service
The University of Alabama
November, 1980

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# CHAPTER I

## INTRODUCTION

Genesis of the Study.--The report which follows evolved from discussions that took place periodically during the fall of 1978 and spring of 1979, through field research conducted during the summer and fall of 1979, and from data interpretation and writing that occurred during the first few months of 1980.

The Director of the Alabama Public Library Service, Anthony Miele, and members of the Alabama LSCA Advisory Council on Libraries had been concerned for some time about the lack of guidelines for evaluating requests from libraries that wished to purchase new bookmobiles or to institute books-by-mail services. Was there any tangible evidence that one delivery system was more effective than the other? More appropriate for specific target populations? More economical from a long-range point of view? With answers to these and similar questions the Advisory Council believed that it would be in a position to make better informed recommendations concerning grants and LSCA funds would be utilized more prudently than in the past.

Conversations were initiated between Mr. Miele and faculty members of the Graduate School of Library Service at the University of Alabama concerning future research addressing the above questions. A proposal was then formulated by Professors James Benson and Alex Boyd and submitted to the Alabama Public Library Service for consideration. A contract

was signed on May 31, 1979, and an advisory committee appointed to review the research design developed by Benson and Boyd.[1]

With the assistance of a graduate student, John Pritchett, a literature search was completed, a research methodology developed, and questionnaires designed. Six field sites were selected for administering the user questionnaires; auxiliary questionnaires were mailed. Drs. Benson and Boyd travelled to each site during the summer and fall of 1979 and met with key library staff members. Personnel assigned to bookmobiles and books-by- mail services were briefed on the purpose of the study and on the procedures to be followed in distributing questionnaires.

Completed questionnaires were mailed back to the library school where a tabulation of results was completed in early 1980. Writing commenced in February and a preliminary report was submitted the following month. Subsequent meetings with APLS staff members and the Advisory Council elicited suggestions that are incorporated in this final report.

The Problem.--Faced with a geographically dispersed clientele and/or the high costs of developing new library sites, public libraries have utilized various means to reach out beyond the confines of their present facilities. To do so they have used, principally, bookmobiles and books-by-mail, occasionally supplemented by depository collections.

These different means of delivering library service have been developed primarily to extend services. They have often been used to

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[1]The advisory committee consisted of Dr. Carl Grafton, Dept. of Public Administration, Auburn University in Montgomery; Mrs. Bessie Sasser, Director, Tuscaloosa County Public Library; Mr. George Johnson, Director, Cross Trails Regional Library; and Mr. George Stewart, Director, Birmingham Public Library.

bring library service to rural populations and to urban populations where conventional branches are not economically feasible. In serving these broad populations, some libraries have made special efforts to reach the home and institution bound.

These various strategies are being employed primarily in an effort to utilize resources more efficiently and effectively. Today this effort is particularly important as public libraries are beset by demands for accountability. State agencies, charged with distributing Library Services and Construction Act funds, must select programs which will have the highest probability of achieving program objectives.

The problem is that there is a lack of reliable data upon which to base an assessment of the relative effectiveness of bookmobiles and books-by-mail. Even less attention has been paid to other modes of extending library services.[2] There has also been little exploration of the means for determining which forms of delivery service could best serve various clienteles; the relative cost effectiveness of the delivery systems; and the attitudes of library staff and community leaders toward these services. This latter factor is almost universally overlooked, yet a sympathetic or hostile climate of opinion is a critical factor in the success or failure of outreach programs. Lastly, with whatever delivery service is operational, there needs to be a critical analysis of user satisfaction that could lead to improvements in service.

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[2]Although there is, admittedly, a slowly growing body of literature on library delivery systems nationally, no studies have heretofore been conducted in Alabama.

## CHAPTER II

## SUMMARY OF PREVIOUS STUDIES

General.--Several authors have reported on library delivery systems in other areas of the country. Their studies have focussed on bookmobiles, mail delivery, kiosks, porta-structures, and depository collections, individually and comparatively. Sites for these investigations have been both urban and rural. An attempt will be made here to summarize some of these findings. They will be organized topically: services, adult users, juvenile users, factors affecting use, cost effectiveness, costing procedures. Studies of bookmobile and books-by-mail services, primarily, will be reviewed under these headings. Lastly findings pertaining to kiosks, portable branches, and depository collections will be noted.

Services.--Bookmobiles offer prompter and more varied services than can books-by-mail. Mail delivery is most commonly restricted to providing books. Audio visual materials are infrequently distributed directly to patrons through mail delivery, since most require playing devices which are not ordinarily owned. Perhaps most important to some patrons, books-by-mail services do not provide users the opportunity for social interaction with staff or with one another that is provided by the bookmobiles. Bookmobiles provide messenger service to isolated areas, they deliver materials to the homebound, provide emergency services, referral services, reference service, multi-media materials and programs, book

talks and story hours, fill special requests, and provide special services such as voter registration.[1]

Adult Users.--It appears that the typical patron who uses mail delivery is a woman between the ages of 20 and 49 years, with an above average education, who is a housewife. Other significant groups of adult users are the home and institution (including prisons) bound, parents of young children, and the elderly and physically impaired, in both rural and urban situations. A substantial number of books-by-mail subscribers are also regular users of the library.[2,3]

One of the most critical studies of books-by-mail was conducted in Illinois under the direction of Lucille Wert. That study concluded that mail delivery service:

a) is being used by a very small percentage of the total unserved population,

b) has women as the majority of users, and

c) lends materials which are most frequently recreational or are about home and family life.[4]

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[1]Diane Friese, Evaluation of Public Library Bookmobile Service in Rural Areas in Comparison to a Books-by-Mail Service (London, Ontario: ERIC Document Reproduction Service, ED 125 633, 1976), p. 7; and Beverly Rawles, Deposit Collections for Disadvantaged Adults (Morehead State University, KY: ERIC Document Reproduction Service, ED 098 980, 1974), p. 11.

[2]Lucile M. Wert et al., The Books By Mail Program of Bur Oak, Corn Belt, and Rolling Prairie Library Systems (Urbana, IL: ERIC Document Reproduction Service, ED 095 915, 1974).

[3]Choong H. Kim and Irwin M. Sexton, "Books-by-Mail: A Summary Report," in Books-by-Mail Service: A Conference Report, ed. Choong H. Kim and Irwin M. Sexton (Terre Haute: Indiana State University, 1974).

[4]Wert, "The Kinds of Books Requested by Books-by-Mail Patrons," in Books-by-Mail Service, ed. Kim and Sexton, p. 100.

The ability of mail delivery to attract use by the population obviously varies. The contrast between the study of Wert and another by Mike Lynch perhaps best demonstrates this point. Wert found that less than 5% of the total (previously unserved) rural population used books-by-mail service.[5] In contrast, Lynch found that 31% of the families in his survey used the mail service.[6] Two points about the contrasting surveys need to be made. First, the difference between counting use by families rather than individuals affects the outcome. Second, Wert's data are based on providing service to the previously unserved; Lynch's are not.

Materials used through mail delivery appear to be very similar to those used by regular library patrons.[7] Many items borrowed through the programs are read by more than one person in the household.[8] Older people tend to use the service more frequently.[9]

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[5]Wert, The Books-by-Mail Program, p. 55.

[6]Mike Lynch, "Mail Order Library Service: A Report on the North Central Regional Library's Mail Order Book Catalog Experiment," in Book Catalogs, ed. Maurice F. Tauber and Hilda Feinberg (Metuchen, NJ: The Scarecrow Press, 1971), p. 363.

[7]Kim and Sexton, "A Summary Report," pp. 13-14.

[8]Alice W. Kelly, "Manitowoc (WI) County's Mailbox Library," in Books by Mail Service, ed. Kim and Sexton, pp. 46-47.

[9]Kim and Sexton, "Books by Mail--Sleeper of the 70's?" Wilson Library Bulletin 47(May 1973): 775.

Juvenile Users.--Bookmobiles appear to be more successful in serving children than books-by-mail. Wert found that mail delivery circulated a lower percentage of juvenile materials than all other forms of lending services.[10] Warshasky found adult and juvenile use accounted for less than 18% of total mail delivery use.[11] Kelley reported that more adult titles were lent by mail delivery than were juvenile titles.[12] Friese found that children tended to use bookmobiles more than adults.[13] In the paperback experiment with bookmobiles in Oklahoma City, juvenile use accounted for approximately 40% of books borrowed.

This difference in the use patterns of bookmobiles and books-by-mail may be partially attributed to the frequency of bookmobile stops at schools and other factors relating to ease of use. Use of mail delivery systems is probably quite difficult for the young reader unless parental assistance is provided. Such assistance is unnecessary on bookmobiles. This is most likely attributable to the fact that the examination of materials is more important to the child than to the adult. The child may not even be informed of the existence of the books-by-mail service unless the parent is a user. This would not be true if a bookmobile stops at schools or at other locations highly visible to the child.

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[10]Wert, "The Kinds of Books Requested," p. 99.

[11]Stanford Warshasky, Books by Mail Using a Mail Order Books Catalog: A Project Report (Waterbury, CN: ERIC Document Reproduction Service, ED 129 275, 1976), pp 4-7. (Calculations performed by James Benson.)

[12]Kelly, p. 48.

[13]Friese, p. 19.

Factors Affecting Use.--There are a number of factors which affect use. The distance which one must travel, for example, to use library services has been shown to affect the frequency of use.[14] The closer one lives or works to the library or a bookmobile stop, the more likely one is to use them. On the other hand, this factor obviously would not affect the use of books-by-mail service.[15] As the size of the bookmobile collection increases, use increases.[16] Frequency of catalog distribution affects the use of books-by-mail.[17] As the time one must wait for a request to be filled increases, the use of mail delivery decreases. Other factors which will increase borrowing through the mails are the use of illustrations of book covers or the inclusion of titles which have been shown as movies in thea area.[18]

Reasons why patrons discontinued use of mail delivery was investigated by Kelley. He reported that some of the reasons were: (1) lack of time in summer months, (2) lost catalog, (3) used other library in summer, (4) did not receive most wanted books, (5) moved away, and (6) too short a loan period.[19]

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[14]Thomas William Shaughnessy, "The Influence of Distance and Travel-time on Central Library Use" (Ph.D. dissertation, Rutgers University, 1970).

[15]Friese, "Bookmobile Service," pp. 19-21; and Wert, The Books by Mail Program, p. 44.

[16]Teh-wei Hu, Bernard Booms, and Lynne Warfield Kaltreider, A Benefit-Cost Analysis of Alternative Library Delivery Systems (Westport, CN: Greenwood Press, 1975), p. 93.

[17]Wert, The Books by Mail Program, p. 22.

[18]Ibid., pp. 36-37

[19]Kelly, p. 50.

Bookmobiles use is also affected by the number and duration of the stops. Use increases if the time at any stop is lengthened and increases as the number of stops multiplies. Paradoxically, the duration of stops usually decreases as the number of stops increases. Finally, population affects bookmobile use. The less dense the population, the fewer the potential users and the longer the route.

Cost Effectiveness. Based upon the single criterion, cost per circulation, previous studies have generally found that mail delivery of library materials is cheaper than other means of lending. The specific cost figures vary considerably. There is no common model for computing costs, but it appears that some generalizations can be made. The largest cost component in books-by-mail is wages and salaries. The next two largest components, in descending order, are materials (when there is a separate collection) and catalog production costs.[20] These above factors influence total cost significantly. When we consider cost per circulation, however, the factor which most greatly affects costs is the volume of lending.[21] Not only is mail delivery an economical form of lending generally, but it is also sensitive to economies of scale. Increases in postal costs, while inevitable, seem not likely to alter the comparative economic advantage of books-by-mail.[22] Present data suggest that total costs of

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[20] Ibid., pp. 4-5.

[21] Charles B. Millham, A Simulation Model and Data for Library Planning (Olympia, Washington: ERIC Document Reproduction Service, ED 112 857, 1975), p. 44.

[22] Millham, p. 41.

books-by-mail can be reduced by cooperative or commercial production of the catalog.[23]

Bookmobiles tend not only to be more expensive than mail delivery, one study concludes that they are more expensive than rural deposit stations or more permanent libraries with limited service hours.[24] This conclusion is based upon both cost per circulation and cost per capita. The same study did find, however, that bookmobiles achieved more use per capita and more use per item. One of the difficulties with the cost studies of bookmobiles is the difficulty in obtaining uniform cost data. Milham has recommended that cost data on bookmobiles be incorporated into state library statistical reporting systems.[25] Two other factors considered: (1) conversion of bookmobile collections to paperbacks has great promise in decreasing total costs and increasing use;[26] and (2) the inevitable increase in gasoline costs will probably only slightly affect cost per circulation for bookmobiles.

Costing Procedures.--The most comprehensive treatment of the costing of bookmobiles and books-by-mail services was developed by Hu, et al. They recommended the collection of the following types of data: set-up,

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[23]Kim and Sexton, "A Summary Report," p. 4.

[24]Brent N. Jacobsen, Rural Bookmobile Service Efficiency and Effectiveness (ERIC Document Reproduction Service, Ed 09-, 1973), pp. 41-43.

[25]Millham, p. 48.

[26]Paul Little, "Less Costly, More Popular," Library Journal 102 (February 15, 1977): 453.

fixed, and variable costs.

a) Set-up costs are those expenditures which occur before the initiation of service, i.e. the purchase of the initial bookstock and supplies, salaries for the staff during the planning phase, etc.

b) Fixed costs are those which for some specified time do not vary according to the volume of service, i.e. rent, operational salaries, etc.

c) Variable costs are those which are a direct function of the volume of activity, i.e., postage, gasoline, labor, and other supplies.[27]

Set-up costs and some fixed costs can ordinarily be considered an investment in service and should be prorated over time periods appropriate for each expenditure. The cost of the initial book stock, for example, should be depreciated over the projected useful life of the books and not be charged exclusively against the first reporting period. Similarly with construction costs, as another example. Variable costs, however, should be assigned to discrete reporting periods, as such costs are barometers of the individual levels of activity for each period. The appropriate prorating of set-up and fixed costs thus meld with the variable costs to indicate the total expenditure for each reporting period.[28]

Salary and building costs which are not exclusively attributable to a particular mode of service are prorated among them. The salary of the bookmobile driver, for example, can easily be charged against the

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[27] Hu, Booms, Kaltreider, pp. 141-143.

[28] Idem., Chap. 6

bookmobile program, but the library director's salary should be charged on a prorated basis. Every minute of time, however, devoted to the bookmobile by the director is a cost in terms of lost opportunities to do other things. Any personnel of the library who have any involvement with a particular program should have a prorated portion of their salary charged as a cost against that program. Similarly, any space used in the library by a bookmobile or other library program should be charged as a cost to the program.[29]

Miscellaneous.--Kiosk libraries or portable branches have not been evaluated as thoroughly as bookmobiles and books-by-mail services. They seem to be relatively expensive per square foot,[30] but at least in urban areas achieve a high rate of circulation.[31] These types of services have two advantages. Like bookmobiles they are staffed and are thus able to provide the satisfactions attendant upon personal human contact. They are also not bound to a permanent site; thus you can easily relocate them if the initial site becomes unsatisfactory.[32] It would appear that some minimum population density is necessary for such services to be cost effective although probably not as high a density as that necessary for a full service library. The Outpost Libraries in West Virginia are a case in point.[33]

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[29] Ibid.

[30] Milton Byam, "Kiosks and Porta-Branches," Library Journal 102 (January 15, 1977): 162-163.

[31] "Prefabricated and Portable Units Offer Quick and Easy Extension Service," American Libraries 8(November 1977): 547.

[32] Byam, p. 163.

[33] "Prefabricated and Portable Library Units," p. 547.

Another alternative to bookmobiles or mail delivery services is the concept of the depository collection. These collections, supervised or unsupervised, are placed in sites convenient to a particular user population and are rotated periodically to provide new materials.[34] No substantial cost effectiveness study of such a service was found. It seems logical, however, that such a program, under some circumstances, might reach more people at a fairly low cost.

Summary.--The following testable propositions seem justified from the literature surveyed:

1) Bookmobiles reach children better than do books-by-mail services.

2) Mail delivery services and bookmobiles reach somewhat different adult populations.

3) Bookmobiles may offer a wider range of services than do mail delivery services.

4) On a cost per circulation basis bookmobiles are more expensive to operate than is a books-by-mail service.

When one examines services, however, one is struck by the fact that many of the non-program services offered by the bookmobile could also be provided by mail delivery (and sometimes are). Libraries can provide reference and referral through the mails (or by telephone). If they do, how does that service compare in use with the bookmobile with a two-way radio connection to the main library. Which is more likely to be used?

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[34] Rawles, Deposit Collections for Disadvantaged Adults, pp. 1-26; and Rawles, Rotating or Deposit Collections of Special Materials for Disadvantaged Adults (Morehead State University, KY: ERIC Document Reproduction Service, ED 087 394, 1974, pp. 1-34.)

How do costs compare on these services? Mail delivery can not provide programs off-site in the way bookmobiles can. Should these programs be offered through other means when materials are supplied by mail delivery?

## CHAPTER III

## RESEARCH DESIGN

General.--To test scientifically the relative effectiveness of bookmobiles and books-by-mail in reaching specific audiences would require conditions beyond the means of the researchers to control. First, one would need to have both bookmobile and books-by-mail services at approximately the same level of sophistication equally accessible to discrete populations. Otherwise, one might be comparing poor bookmobile service with excellent books-by-mail service. Second, it would be difficult to test isolated variables while all others were held equal in large enough populations to yield meaningful results. One may wish to observe the relative effectiveness of bookmobiles and books-by-mail in reaching blacks, for example, but at the same time not allow educational or economic levels, location of household or workplace, marital status, and other variables to affect the results. To be able to do so, however, very large numbers of users would be required in order to match all variables except race. Third, and perhaps the greatest problem, resides with the non-user of any type of library service. It is, after all, this group of people one would very much like to reach with a viable form of library delivery service. The difficulties of establishing experimental groups in sufficient numbers, however, are enormous. Such testing would require a massive level of funding and was certainly not an option for the two researchers conducting this study.

Under the circumstances, then, investigations were conducted within a less than ideal context. The "state-of-the-art" of bookmobile and books-by-mail service in Alabama is conditioned by a rather low level of financial support historically. Of the two, however, books-by-mail service, partially because of its more recent advent, is less developed. User satisfaction with that service may partially reflect its low level of support. Despite the above, however, a close examination of library delivery systems in Alabama could yield some valuable results. A properly designed research study could:

1. Test the generalizability of the findings of the survey of the literature for this State.

2. Provide valuable data on present users that might, by extrapolation, hold for non-users.

3. Identify reading interests of adults, children, and young adults.

4. Derive information that would lead to the improvement of services.

5. Assess the degree of market penetration of library delivery services.

This type of information would not, in most cases, provide absolute answers to specific pragmatic questions. The parameters for decision making would, nevertheless, receive additional clarification.

Population Surveyed.--To begin, a letter was sent to twenty-nine public libraries, public library systems, and regional libraries which had been selected on the advice of the Alabama Public Library Service.

Their willingness to participate in the study was explored. Twenty-two responded affirmatively. Of these twenty-two, six were selected as visitation sites. The primary reason for selecting these six was that they offered both bookmobile and books-by-mail programs. A basis for comparisons was thus established. Secondarily, the six libraries were widely distributed geographically over the State and their service areas ranged from predominantly urban to predominantly rural. Their clienteles also promised a potentially wide range of age groups, educational and economic levels, and racial mix. A variety of demographic profiles was insured.

Survey Instruments.--A three-part questionnaire was the primary instrument employed to survey users. The first part was aimed at an adult (18 years or older) member of the household, the second at a child (6-12 years of age), the third at a young adult (13-17 years of age). All three parts contained questions related to the individual, followed by specific queries related to bookmobile and/or books-by-mail use. The questionnaire aimed at adults also contained an optional supplemental survey that investigated reading and viewing interests not directly related to library usage. The entire questionnaire was reviewed by the Advisory Committee and pretested in Mobile.

In addition, there were two attitudinal surveys. One was directed at the staffs of the libraries being studied, the other at leaders in the communities of the libraries under review. These were used to ascertain the climate of opinion in which outreach services compete with other services.

Lastly, a cost questionnaire was designed to provide data on the financing of bookmobiles and books-by-mail services. (See Appendix A for samples of all questionnaires.)

Questionnaire Distribution and Return.--The three-part questionnaire described above was the most widely disseminated. The actual distribution began with a visit to the six locations where both bookmobiles and books-by-mail were operative. At each library, the project staff interviewed the director and the staffs of the bookmobile and the books-by-mail program. The purpose of these interviews was to apprise interested parties of the nature of the project, to brief them on questionnaire distribution, and to answer any questions they might have in regard to the logistics of the project. It was felt to be particularly important that bookmobile and books-by-mail personnel be consulted since they would be responsible for the distribution of the questionnaires.

These persons were advised to distribute the questionnaires on a random basis. Since there was no way for the project staff to monitor the actual distribution of questionnaires, it can only be assumed that this advice was followed.

After the site visits had been concluded, there had been 1,050 questionnaires distributed. Of these, 304 (29%) were returned. Although these questionnaires were distributed to known users of bookmobile and books-by-mail services, the response rate was not as high as had been expected. It would undoubtedly have been even lower if an incentive had not been added as a result of the analysis of the pretest response. In each of the packets of questionnaires, a form was included that provided respondents with a "lottery" number. At the end of the period provided

for questionnaire return (sixty days), there was a drawing for over fifty different prizes.[1]

The next step in the questionnaire distribution process was a direct bulk mailing in Tuscaloosa County, where the voter registration list for the county was purchased. Only that part of the voter registration list which indicated county residents was used since the Tuscaloosa Public Library offers bookmobile and books-by-mail services to only county and not city residents. By using the voter registration list, the project staff believed that both users and non-users of the services would be reached.[2] A random key was generated for the voter list and mailing labels drawn accordingly for 1,050 residents.

Table 3.1 gives a summary of the distribution and return for the survey forms.

Table 3.1 Response Rates for the User Surveys

| Point of Distribution | Number of Questionnaires Distributed | Number of Questionnaires Returned | Percentage Returned |
|---|---|---|---|
| Site Visits | 1,050 | 304 | 29.0 |
| Tuscaloosa County | 1,050 | 102 | 9.7 |
| Total | 2,100 | 406 | 19.3 |

[1]The prizes were donated by Grolier Educational Corporation, Title Books, Franklin Watts, Permabound, Baker & Taylor, Children's Press, Follett, Silver Burdett, and others.

[2]It might also be noted that this approach to questionnaire distribution was also recommended by the Center for Business and Economic Research of the University of Alabama.

It should be noted that one of the difficulties with data accumulation is not only the low response rate, but also the fact that many respondents failed to answer all of the questions asked on each of the questionnaires, particularly those comprising the optional supplemental section. This resulted in differing numbers for response rates and from question to question during the data analysis phase.

In early 1980 the project staff decided that the number of responses received probably represented all the returns that could be expected. Additionally, it was decided not to send out reminders as it was deemed both economically unfeasible and an imprudent utilization of time.

In determining the nature of the library staff sample population, the project team felt that, due to the range in personnel size of the participating agencies, it would be difficult to choose a standard number which would fully assess the composite staff view. It was decided, therefore, to use a semi-open-ended approach. Each library would be allocated up to twenty-five staff survey forms. If there were more than twenty-five staff members, then only twenty-five randomly chosen would be asked to complete the forms. If there were less than twenty-five, then everyone available would be asked to fill out a questionnaire.

A total of 150 staff questionnaires were distributed in this manner and fifty-eight (38%) were returned. It should be noted, however, that the response rate may be better than this percentage indicates. In some cases the full twenty-five questionnaires were not distributed at the smaller libraries. One library, for example, only had a total of eighteen eligible employees.

In determining the sample of community leaders, the project team queried the directors of the six agencies which offered bookmobile and books-by-mail services. Each director was asked to provide the names and addresses of at least twenty-five persons who were knowledgeable about the library and who were perceived to be opinion leaders. All of the directors provided lists, with the number of names included ranging from a low of twenty-two to a high of thirty-nine. Forms were subsequently mailed to an average of twenty-seven persons. A total of 162 forms were sent out to community leaders, seventy-four (46%) were returned.

Finally, there was the need for cost information on the two services. All twenty-two libraries were sent copies of a cost questionnaire for their bookmobiles and/or books-by-mail programs. Fourteen responses were received. Eight provided data on bookmobile programs only; three reported on only books-by-mail programs; and three provided data for both services.

Data Analysis.--The data were analyzed by calculating the frequency of responses to each question. The mean and/or median was then calculated for each question. T-tests and regressions were used to determine whether user characteristics affected frequency of use. T-tests were used when the characteristic was measured at the nominal or ordinal level. Regressions were used when the characteristic was measured at the interval or ratio level. The use of inferential statistics was to determine if the frequency of use of the two services was affected by different or similar user characteristics.[1]

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[1]See Appendix C for statistical analysis of data.

## CHAPTER IV

## DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS

General.--The preliminary questions in the primary survey instrument focussed on the individual directly. The intention was to derive demographic information about the respondents, particularly adults, that would lead to later generalizations about users and non-users and that would permit the investigation of relationships with use patterns and preferences.

Adults.--Data collected included age, sex, marital status, employment, income, education, etc. Results are reported primarily in tabular form. Table 4-1 displays the ages of respondents compared to current estimates of the population as a whole in Alabama.[1]

Table 4-1 Age of Adult Respondents Compared to Age of Adult Alabama Residents

| Age | Adult Alabama Residents | | Adult Respondents | |
|---|---|---|---|---|
| | Number* | Percent | Number | Percent |
| 18-44 | 1,420 | 55.8 | 190 | 47.5 |
| 45-64 | 725 | 28.5 | 95 | 23.8 |
| 65- | 398 | 15.7 | 115 | 28.8 |

* in thousands

[1] U. S. Bureau of Census, Current Population Reports, Population Estimates and Projections: Estimates of the Population of States, by Age, July 1, 1971-1977. "Alabama." p. 7.

As can be noted above, the survey has a substantially larger proportion of individuals over 64 years of age than does the population generally in the State. The ratio of the 45-64 and 18-44 age groups is not substantially different from that of the population of Alabama. The results may suggest that older people are more likely to complete and return a questionnaire than other age groups.[2]

Males are substantially underrepresented in the same sample.

Table 4-2 Sex of Adult Respondents

| Sex | Number | Percent |
|---|---|---|
| Females | 347 | 85.5 |
| Males | 59 | 15.5 |

Women outnumber men among the respondents by almost six to one. Slightly over one half of the women responding were housewives.

Table 4-3 Housewives

| Number | % of Women | % of all Respondents |
|---|---|---|
| 176 | 50.7 | 43.3 |

A majority of the respondents were married; the next largest group was widowed.

[2]Six persons returned the questionnaire without indicating age.

Table 4-4 Marital Status

| Category | % Reporting |
|---|---|
| Single | 10.6 |
| Married | 64.5 |
| Divorced | 7.9 |
| Widowed | 17.0 |

Minorities are underrepresented in the study.

Table 4-5 Racial Composition of Survey

| Category | % Reporting |
|---|---|
| White | 94.7 |
| Black | 5.1 |
| American Indian | .3 |
| Oriental | .0 |

Of those responding to questions related to employment, less than one-half (44.6%) reported that they were employed, and of these 74.7% held full-time employment. Only thirty-seven respondents (9.8%) were students, and most of these pursued classes on a part-time basis. Retirees accounted for 37.9% of the respondents.

Table 4-6 Employment Status of the Adult Respondents

| Characteristic | % Answering Question | % of larger group reporting full time status |
|---|---|---|
| Employed | 44.6 | 74.7 |
| Students | 9.8 | 37.8 |
| Retired | 37.9 | 90.0 |

Over three-fourths of the respondents were from households existing on an income of less than $21,000 per year. The median income was $15,188; the mean income $13,000.

Table 4-7 Household Income of Respondents

| Category | % of those reporting income |
|---|---|
| 0-5,000 | 22.0 |
| -10,000 | 19.2 |
| -15,000 | 16.7 |
| -20,000 | 16.4 |
| -25,000 | 10.1 |
| -30,000 | 8.4 |
| -35,000 | 1.7 |
| -40,000 | 3.5 |
| -45,000 | .7 |
| -50,000 | 1.0 |
| -55,000 | 0. |
| -60,000 | .3 |

Slightly over one-half of those responding have gone past high school. The median years of education were 12.7; the mean 13.3.

Table 4-8 Education of Respondents

| Years of Education | % |
|---|---|
| 1-11 | 17.4 |
| 12 H.S. | 31.3 |
| 13-15 | 21.3 |
| 16 College | 16.7 |
| 17-20 | 13.4 |

Our typical respondent, then, is a full-time white housewife who has completed high school and whose household income is between $10,000 to $25,000. Such a profile, while essentially substantiating findings in the literature, obscures the fact that large percentages of the respondents do not fit that profile in every respect.

Shaughnessy's research suggested that a central library can effectively draw people who must travel thirty minutes or less. A non-central library, according to the same author, can attract people who live twenty minutes or less from that library.[3] The majority of the survey users lived within the drawing range of a library.

Table 4-9 Distance between Home and Nearest Public Library in Minutes

| Distance in Minutes | % | Cumulative % |
|---|---|---|
| 1- 5 | 8.5 | 8.5 |
| 6-10 | 17.5 | 25.9 |
| 11-15 | 15.5 | 41.4 |
| 16-20 | 20.1 | 61.5 |
| 21-25 | 6.7 | 68.2 |
| 26-30 | 17.5 | 86.0 |
| 31-35 | 3.2 | 89.2 |
| 36-40 | 2.3 | 91.5 |
| 41- | 8.5 | 100.0 |

[3] Thomas William Shaughnessy. The Influence of Distance and Travel-Time on Central Library Use. Unpublished Ph.D. Thesis. Rutgers University, June, 1970. p. 73-75, 172-188.

Of those respondents who were employed, an even higher percentage worked within a twenty minute trip to the nearest public library; the same percentage (86%) worked within thirty minutes of the public library that lived within that range.

Table 4-10 Distance between Work and Nearest Public Library in Minutes

| Distance in Minutes | % | Cumulative % |
|---|---|---|
| 1-5 | 18.7 | 18.7 |
| 6-10 | 22.7 | 41.3 |
| 11-15 | 15.4 | 56.7 |
| 16-20 | 14.7 | 71.3 |
| 21-25 | 4.7 | 76.0 |
| 26-30 | 10.0 | 86.0 |
| 31-35 | 1.3 | 87.3 |
| 36-40 | 2.0 | 89.3 |
| 41- | 10.7 | 100.0 |

When asked how frequently during the past the survey population had used various types of libraries, they responded thusly:

Table 4-11 Use of Libraries during Past Year

| Frequency | Main Public | Branch Public | College | School | Church |
|---|---|---|---|---|---|
| Never | 43.8 | 57.7 | 78.3 | 75.6 | 74.0 |
| Seldom | 15.8 | 6.2 | 6.8 | 4.1 | 7.9 |
| Occasionally | 19.8 | 11.7 | 6.5 | 4.6 | 10.6 |
| Frequently | 11.1 | 12.2 | 4.9 | 7.3 | 5.7 |
| Very Frequently | 9.5 | 12.2 | 3.5 | 8.4 | 1.9 |

Reasons for using a particular library are not limited, of course, to location. The time most convenient for going to the library for many users, may not coincide with the library's schedule. A substantial number of respondents (31%), for example, expressed a preference for the hours of 4:00 P.M.-9:00 P.M. for library use.

Table 4-12 Preference for Time of Day for Library Use

| Time | Percentage Expressing Preference |
|---|---|
| 9:00 A.M.-12 Noon | 31.7 |
| 12 Noon-4:00 P.M. | 37.9 |
| 4:00 P.M.-9:00 P.M. | 37.0 |
| Other hours | 3.0 |

This may be the time that most public libraries reduce staffing, however, to a minimal level.[4]

Children.--The average age of the children responding was nine years. There was a good distribution, however, throughout the six through twelve year old range.

[4]A general question was posed to ascertain the type of library that respondents preferred to use and why. Answers were not usable, however, because respondents confused delivery systems, i.e. bookmobiles, books-by-mail, etc., with type of library, i.e. public, academic, etc.

Demographic Characteristics of Children

Table 4-13 Age of Children in Study

| Age | % |
|---|---|
| 4 | 1.0 |
| 5 | 1.9 |
| 6 | 10.6 |
| 7 | 10.6 |
| 8 | 19.2 |
| 9 | 10.6 |
| 10 | 18.3 |
| 11 | 13.5 |
| 12 | 14.4 |

Somewhat surprising was the fact that more boys than girls returned the questionnaire.

Table 4-14 Sex of Children in Study

| Sex | % |
|---|---|
| Females | 44.2 |
| Males | 55.8 |

The grade levels represented most heavily in the survey were the third and fifth.

Table 4-15 Grade Level of Children in Study

| Grade | % |
|---|---|
| Before 1st | 8.7 |
| 1 | 12.5 |
| 2 | 8.7 |
| 3 | 16.3 |
| 4 | 12.5 |
| 5 | 16.3 |
| 6 | 13.5 |
| 7 | 11.5 |

Adolescents.--Only fifty-eight young adults responded to the survey. There was, again, good distribution throughout the thirteen through seventeen year old range.

In this case the number of boys and girls returning the questionnaire was exactly equal.

Table 4-16 Age of Adolescent Respondents

| Age | % |
|---|---|
| 13 | 13.8 |
| 14 | 27.6 |
| 15 | 19.0 |
| 16 | 27.6 |
| 17 | 12.1 N = 58 |

Sophomores had the highest representation in the survey.

Table 4-17 Sex of Adolescent Respondents

| Sex | % |
|---|---|
| Male | 50.0 |
| Female | 50.0 |

All respondents were attending high school.

Table 4-18 Grade Level of Adolescent Respondents

| Grade | % |
|---|---|
| 7 | 1.8 |
| 8 | 16.1 |
| 9 | 28.6 |
| 10 | 23.2 |
| 11 | 19.6 |
| 12 | 10.7 |

Summary.--The preceding information provides a profile of the adults, children, and adolescents who constitute the population surveyed. At this point, we shall turn to their responses to questions that relate directly to their use of bookmobiles and books-by-mail services.

## CHAPTER V

## USE OF LIBRARY DELIVERY SYSTEMS

General.--After the preliminary demographic questions, the main survey instrument turned to library delivery systems. Not only were the extent and nature of bookmobile and books-by-mail usage explored, but a number of queries were posed that related to convenience of access, to reading tastes, and to degree of satisfaction with various services. Data were, again, compiled for three discrete groups: adults, children, and adolescents.

Extent, Frequency, and Preferences.--Data gathered for this study strongly suggest that the average Alabamian is presently more likely to use bookmobiles than books-by-mail. Table 5-1 shows the percentage of all respondents who have or have not used bookmobiles or books-by-mail. Of these,

Table 5-1 Use of Books-by-Mail and Bookmobiles[1]

| | ADULTS 18-90 | | ADOLESCENTS 13-17 | | CHILDREN 5-12 | |
|---|---|---|---|---|---|---|
| | Bookmobiles | Books-by-Mail | Bookmobiles | Books-by-Mail | Bookmobiles | Books-by-Mail |
| Never | 40.8% | 66.6% | 36.8% | 82.1% | 29.1% | 92.2% |
| Seldom | 3.0% | 5.5% | 8.8% | 5.4% | 3.9% | 1.0% |
| Occasionally | 4.1% | 4.7% | 10.5% | 5.4% | 7.8% | 5.9% |
| Frequently | 7.4% | 12.1% | 22.8% | 3.6% | 21.4% | 1.0% |
| Very Frequently | 44.7% | 11.2% | 21.1% | 3.6% | 37.9% | 0.0% |

[1]The number of respondents answering each question varies. For comparability percentages have been reported

the percentage who have never used books-by-mail is higher for each age group than is the percentage who never use bookmobiles. This finding, however, is probably a function of the greater emphasis placed on bookmobiles in the past and at present in most of the libraries studied. Qualitative changes in either mode of delivery in the future might obviously change results to a significant degree. So too, if special target groups were isolated from the general population, one mode of delivery might show a distinct advantage.

Perhaps more significant is the frequency of use among present users of the two services. Table 5-2 indicates that bookmobile clients

Table 5-2 Bookmobile and Books-by-Mail Frequency of Use[2]

| | ADULTS | | ADOLESCENTS[3] | | CHILDREN[3] | |
|---|---|---|---|---|---|---|
| | Bookmobiles | Books-by-Mail | Bookmobiles | Books-by-Mail | Bookmobiles | Books-by-Mail |
| Seldom | 5.1% | 16.4% | 13.9% | 30.0% | 5.5% | 12.5% |
| Occasionally | 6.9% | 13.9% | 16.7% | 30.0% | 11.0% | 75.0% |
| Frequently | 12.5% | 36.1% | 36.1% | 20.0% | 30.1% | 12.5% |
| Very Frequently | 75.5% | 33.6% | 33.3% | 20.0% | 53.4% | 0.0% |

use bookmobiles more frequently than books-by-mail clients use books-by-mail. We may, however, be merely underlining the fact that bookmobiles run more frequently than books-by-mail are dispatched.

Of all the adult respondents in the survey, 90.7% have never used a depository collection. Table 5-3 reports the frequency of use by

[2]Non-users have been removed from percentage calculations.

[3]The number of adolescents and children who reported using books-by-mail is extremely small. There were 10 adolescents and 8 children.

Table 5-3 Depository Collections Frequency of Use

| | ADULTS | ADOLESCENTS | CHILDREN |
|---|---|---|---|
| Seldom | 29.4% | 22.2% | 22.2% |
| Occasionally | 29.4% | 33.3% | 22.2% |
| Frequently | 23.5% | 22.2% | 33.3% |
| Very Frequently | 17.6% | 22.2% | 22.2% |

those few who do. Although depository collections appear to be a relatively unsuccessful form of delivery, they also constitute a relatively untested form of service.

The questionnaires not only asked how frequently people used bookmobiles, books-by-mail, and depository collections, but also which of these services was preferred. The respondents preferred bookmobiles more often than they preferred books-by-mail and depository collections.

Table 5-4 Preference for Alternative Delivery Systems (Adults)[4]

| DELIVERY SYSTEMS | PERCENTAGE EXPRESSING PREFERENCE |
|---|---|
| Bookmobiles | 63.1% |
| Books-by-Mail | 33.7% |
| Depository Collections | 1.9% |
| Other Delivery Systems | 0.6% |

Another approach to preference is to calculate the ratio of the number of people expressing a preference for a particular service to the number of people who report using that service.

[4]The number of adolescents and children expressing preferences is so small that comparative data are relatively unimportant.

$$\text{Preference Ratio} = \frac{\text{number prefering service}}{\text{number using service}} .$$

Table 5-5 reports those ratios. While bookmobiles out perform books-by-

Table 5-5 Preference-Use Ratios (Adults)

| DELIVERY SYSTEMS | NUMBER EXPRESSING PREFERENCE | NUMBER OF USERS | RATIO OF PREFERENCE TO USE |
|---|---|---|---|
| Bookmobiles | 202 | 216 | .935 |
| Books-by-Mail | 108 | 122 | .885 |
| Depository Collections | 6 | 34 | .176 |
| Other Delivery Systems | 2 | 12 | .167 |

mail, the disparity is not as marked as it is in Table 5-4. If books-by-mail service could be expanded to the point where more clients used it more frequently, the relatively greater preference for bookmobiles would become less pronounced.

If ratios of non-users of books-by-mail to non-users of bookmobiles are constructed, one can readily compare the relative inadequacy of books-by-mail in reaching each age group. Table 5-6 summarizes these data.

Table 5-6 Ratio of Non-users of Books-by-Mail to Non-users of Bookmobiles

| AGE GROUP | RATIO |
|---|---|
| Adults | 1.632 |
| Adolescents | 2.231 |
| Children | 3.168 |

This survey, then, suggests that bookmobiles are more likely to be used at the present time in Alabama than books-by-mail or depository collections, that they will be used more frequently, and that they will be preferred by their users.

Bookmobile and Books-by-Mail Access.--Most patrons go to the bookmobile by walking or in a car. Table 5-7 presents these data for each age

Table 5-7 Means of Travel to Bookmobile[5]

| Means | Adults | Adolescents | | Children | |
|---|---|---|---|---|---|
| | | School Year | Summer | School Year | Summer |
| Car | 44.0% | 35.7% | 55.2% | 44.3% | 61.9% |
| Bicycle | 1.4% | 10.7% | 10.3% | 4.9% | 6.3% |
| Walking | 57.7% | 42.9% | 41.4% | 41.0% | 28.6% |
| Other | .5% | 25.0% | 10.3% | 14.8% | 6.3% |

group. Most bookmobile users travel for no more than five minutes to get to the bookmobile, as Table 5-8 illustrates.

Table 5-8 Time Required to Travel to Bookmobile

| Minutes | Adults | Adolescents | | Children | |
|---|---|---|---|---|---|
| | | School Year | Summer | School Year | Summer |
| 0 - 5 | 84.7% | 91.7% | 67.7% | 79.7% | 72.9% |
| 6 - 10 | 9.4% | 8.3% | 16.1% | 14.1% | 18.5% |
| 11 - 15 | 3.5% | 0. | 9.7% | 1.6% | 6.8% |
| 16 - 20 | 1.0% | 0. | 6.5% | 1.6% | 1.7% |
| 21 - 25 | .5% | 0. | 0. | 0. | 0. |
| 26 - 30 | .5% | 0. | 0. | 0. | 0. |
| 31 - 35 | 0. | 0. | 0. | 0. | 0. |
| 36 - 40 | 0. | 0. | 0. | 3.1% | 0. |
| 41 - 45 | .5% | 0. | 0. | 0. | 0. |

[5]The sum of column percentages may exceed 100% because more than one category was checked.

Most bookmobile clients use the service either once or twice a month. This pattern is probably a function of the schedule.

Table 5-9 Times Per Month Bookmobile is Used

| Times | Adults | Adolescents | | Children | |
|---|---|---|---|---|---|
| | | School Year | Summer | School Year | Summer |
| 0 | 1.0% | 23.3% | 3.0% | 11.1% | 3.2% |
| 1 | 30.0% | 33.3% | 24.2% | 30.2% | 11.1% |
| 2 | 56.2% | 30.0% | 51.5% | 46.0% | 63.5% |
| 3 | 4.9% | 3.3% | 6.1% | 4.8% | 6.3% |
| 4 | 6.4% | 3.3% | 6.1% | 7.9% | 12.7% |
| 5 - 12 | 1.5% | 6.6% | 9.0% | 0. | 3.2% |

Books-by- mail catalogs come relatively infrequently. The time, in days, between the receipt of the last two catalogs indicated a mailing frequency less often than bookmobile stops. (In this study, no distinction was made between main catalogs and supplements.)

Table 5-10 Time Between Receipt of Last Two Catalogs (Adults)

| Days | Percentage | Cumulative Percentage |
|---|---|---|
| 0-30 | 24.2% | 24.2% |
| 31-60 | 10.6% | 34.8% |
| 61-90 | 18.2% | 53.0% |
| 91-120 | 4.5% | 57.6% |
| 121-150 | 1.5% | 59.1% |
| 151-180 | 16.6% | 75.8% |
| 181-210 | 3.0% | 78.8% |
| 211-240 | 1.5% | 80.3% |
| 241-270 | 0.0 | 0.0 |
| 271-300 | 0.0 | 0.0 |
| 301-330 | 1.5% | 81.8% |
| 331-365 | 12.1% | 92.4% |

It is relatively clear that more frequent service is desired by both books-by-mail and bookmobile clients. That desire is considerably stronger on the part of books-by-mail clients.

Table 5-11 Convenience of Service

| | Adults* | Adolescents | | Children | |
|---|---|---|---|---|---|
| | | School Year | Summer | School Year | Summer |
| Want Bookmobile Stops Nearer Work | 22.9% | not asked | | not asked | |
| Want Bookmobile Stops Nearer Home | 25.8% | 22.2% | 43.8% | 18.8% | 29.2% |
| Want More Frequent Bookmobile Stops | 41.3% | 34.6% | 59.4% | 40.9% | 60.0% |
| Want BBM Catalogs More Frequently | 72.8% | 80.0% | | 66.7% | |

*of appropriate respondents using a given service

Table 5-12 reveals that most users are not reluctant to request materials that are not on bookmobiles or in books-by-mail catalogs, although there remains a substantial number that never places requests for titles not found in the books-by-mail catalogs. (When they do, it is usually by telephone.) This reticence is somewhat surprising since

Table 5-12 Frequency of Requests for Materials Not on Bookmobile or not in Books-by-Mail Catalogs (Adults)

| Frequency | Request Books not on Bookmobile | Request Books not in BBM Catalog | Request Books by Telephone[6] |
|---|---|---|---|
| Never | 5.19% | 40.2% | 75.9% |
| Seldom | 13.6% | 6.9% | 8.3% |
| Occasionally | 49.5% | 27.5% | 7.4% |
| Frequently | 27.6% | 21.6% | 3.7% |
| Always | 4.2% | 3.9% | 4.6% |

[6]Data available for only books-by-mail users.

books-by-mail users do not find as much to choose from as those with access to bookmobiles.

Table 5-13 Enough Materials to Choose From (Adults)

| Frequency | Bookmobile | Books-by-Mail |
|---|---|---|
| Never | .9% | 7.0% |
| Seldom | 4.7% | 14.0% |
| Occasionally | 6.6% | 15.0% |
| Frequently | 31.6% | 27.0% |
| Always | 56.1% | 37.0% |

The data on catalog usability suggest that there are only minor problems. Generally, these relate to legibility, attractiveness of format, and the annotations. Greater problems are encountered by children and young adults, but the small number of respondents in these categories, particularly children, makes any conclusions unreliable.

Table 5-14 Catalog Usability (Adults)

| Frequency | Catalog Instructions Understandable | Catalogs Legible | Catalogs Attractive | Catalogs Have Annotations | Annotations Understood | Annotations Accurate |
|---|---|---|---|---|---|---|
| Never | 0. | 2.5% | 5.6% | 14.0% | 8.0% | 3.1% |
| Seldom | 2.4% | 0. | 5.6% | N/A | 1.0% | 6.3% |
| Occasionally | 1.6% | .8% | 7.4% | N/A | 3.0% | 8.3% |
| Frequently | 9.5% | 22.5% | 25.0% | N/A | 21.0% | 35.4% |
| Always | 86.5% | 74.2% | 56.5% | 86.0% | 67.0% | 46.9% |

Table 5-15 Catalog Usability (Children)

| Frequency | Catalog Instructions Understandable | Catalogs Legible | Catalogs Attractive | Annotations Understandable | Annotations Accurate |
|---|---|---|---|---|---|
| Never | 16.7% | 0. | 0. | 0. | 0. |
| Seldom | 66.7% | 0. | 0. | 0. | 0. |
| Occasionally | 16.7% | 16.7% | 40.0% | 50.0% | 16.7% |
| Frequently | 0. | 50.0% | 20.0% | 33.3% | 66.7% |
| Always | 0. | 33.3% | 40.0% | 16.7% | 16.7% |

Table 5-16 Catalog Usability (Adolescents)

| Frequency | Catalogs Understandable | Catalogs Legible | Catalogs Attractive | Annotations Understandable | Annotations Accurate |
|---|---|---|---|---|---|
| Never | 0. | 10.0% | 10.0% | 0. | 10.0% |
| Seldom | 20.0% | 0. | 0. | 0. | 0. |
| Occasionally | 20.0% | 0. | 20.0% | 10.0% | 0. |
| Frequently | 60.0% | 20.0% | 30.0% | 20.0% | 40.0% |
| Always | 0. | 70.0% | 40.0% | 70.0% | 50.0% |

Adults visit the bookmobile more commonly on a weekly, semi-monthly, or monthly basis. In contrast, the time between books-by-mail requests, as might be expected, is more variable and less frequent.

Table 5-17 Adult Frequency of Bookmobile Visits and Books-by-Mail Requests

| Days | Time Between Bookmobile Visits | Time Between Books-by-Mail Requests |
|---|---|---|
| 0 - 7 | 17.1% | 16.4% |
| 8 - 14 | 50.6% | 10.9% |
| 15 - 21 | 10.0% | 9.0% |
| 21 - 28 | 5.6% | 5.4% |
| 29 - 35 | 15.5% | 21.8% |
| 36 - 42 | 0. | 0. |
| 43 - 49 | .6% | 0. |
| 50 - 56 | 0. | 0. |
| 57 - 63 | 1.7% | 9.1% |
| 64 - 70 | 0. | 0. |
| 71 - 77 | 0. | 1.8% |
| 78 - 84 | 0. | 0. |
| 85 - 91 | .6% | 12.7% |
| 92+ | 1.1% | 10.8% |

Reading Tastes.--The lending of fiction appears to be the staple of both programs, although somewhat more borrowing of fiction occurs on bookmobiles than through books-by-mail. This pattern holds both for adults, young adults, and children.

Table 5-18 Fiction-Use By Adults

| Fiction Use | Bookmobile | Books-by-Mail |
|---|---|---|
| Never | 3.4% | 15.3% |
| Seldom | 2.9% | 8.5% |
| Occasionally | 10.7% | 14.4% |
| Frequently | 41.0% | 38.1% |
| Always | 42.0% | 23.7% |

Table 5-19 Fiction Use by Young Adults

| Fiction Use | Bookmobile | Books-by-Mail |
|---|---|---|
| Never | 8.8% | 0.0 |
| Seldom | 0.0 | 0.0 |
| Occasionally | 17.6% | 30.0% |
| Frequently | 38.2% | 30.0% |
| Always | 35.3% | 40.0% |

Table 5-20 Fiction Use by Children

| Fiction Use | Bookmobile | Books-by-Mail |
|---|---|---|
| Never | 1.5% | 16.7% |
| Seldom | 5.9% | 0. |
| Occasionally | 8.8% | 50.0% |
| Frequently | 51.5% | 33.3% |
| Always | 32.4% | 0. |

Tastes in the reading of fiction by adults, young adults, and children are revealed in Tables 5-21, 5-22, and 5-23.[7]

Table 5-21 Adult Use of Fiction by Categories

| Category | Bookmobile | Books-by-Mail |
|---|---|---|
| Westerns | 14.4% | 25.6% |
| Science Fiction | 10.6% | 8.1% |
| Historical Fiction | 47.1% | 43.9% |
| Best Sellers | 57.7% | 53.6% |
| Romance | 53.8% | 48.8% |
| Mysteries | 58.7% | 49.6% |
| From Movies & TV | 18.8% | 21.8% |
| War Stories | 4.8% | 10.6% |
| Classics | 20.7% | 15.4% |
| Short Stories | 14.4% | 17.1% |
| Poetry | 3.9% | 10.6% |
| Sports | 3.9% | 4.9% |
| Adventure | 25.1% | 28.5% |
| Other | 6.3% | 6.5% |

[7]The sum of the columns exceeds 100% because respondents were asked to check three categories.

Table 5-22 Young Adult Fiction Use by Category

| Category | Bookmobiles | Books-by-Mail |
|---|---|---|
| Animals | 24.2% | 20.0% |
| Adventure | 33.3% | 70.0% |
| Mystery | 39.4% | 30.0% |
| Sports | 42.4% | 20.0% |
| Cars | 21.2% | 30.0% |
| Humor | 21.2% | 20.0% |
| Historical Fiction | 15.2% | 20.0% |
| Romance | 48.5% | 30.0% |
| Occult | 15.2% | 10.0% |
| Science Fiction | 21.2% | 40.0% |
| Short Stories | 18.2% | 20.0% |
| War Stories | 21.2% | 30.0% |
| Westerns | 9.1% | 20.0% |
| Classics | 6.1% | 30.0% |
| Poetry | 0. | 0. |
| From Movies & TV | 21.2% | 10.0% |
| Realistic Fiction | 9.1% | 0. |
| Other Fiction | 3.0% | 0. |

Table 5-23 Children's Fiction Use by Category

| Category | Bookmobile | Books-by-Mail |
|---|---|---|
| Animal | 71.2% | 50.0% |
| Adventure | 63.0% | 83.3% |
| Mystery | 41.1% | 50.0% |
| Sports | 27.4% | 0. |
| Fairy Tales | 39.7% | 50.0% |
| Picture Books | 28.8% | 16.7% |
| Poetry | 5.5% | 0. |
| Funny | 45.2% | 66.7% |
| Fantasy | 16.4% | 16.7% |
| Realistic Fiction | 13.7% | 16.7% |
| Other | 5.5% | 0. |

Mysteries, best sellers, romances, and historical fiction are favored by most adult readers. Young adults using bookmobiles prefer stories of romance and about sports, while their peers select more adventure stories and science fiction from books-by-mail catalogs. Children prefer books about animals and adventure. They also have a sense of humor, liking funny stories, and a taste for intrigue, liking mysteries, too.

These data probably reflect availability, as well as taste. They should not be used as absolute indicators of what collections should contain.

Non-fiction use by all age groups is less frequent than fiction use. Circulation figures reported in the Bookmobile cost survey bear out this

tendency. This may again, reflect both availaiblity and taste. (See Tables 5-24, 5-25, and 5-26.)

Table 5-24 Adult Non-Fiction Use

| Non-Fiction Use | Bookmobiles | Books-by-Mail |
|---|---|---|
| Never | 6.5% | 20.4% |
| Seldom | 10.9% | 8.3% |
| Occasionally | 34.3% | 29.6% |
| Frequently | 38.3% | 30.6% |
| Always | 10.0% | 11.1% |

Table 5-25 Young Adult Non-Fiction Use

| Non-Fiction Use | Bookmobiles | Books-by-Mail |
|---|---|---|
| Never | 3.0% | 0. |
| Seldom | 24.2% | 12.5% |
| Occasionally | 27.3% | 37.5% |
| Frequently | 36.4% | 25.0% |
| Always | 9.1% | 25.0% |

Table 5-26 Children's Use of Non-Fiction

| Non-Fiction Use | Bookmobiles | Books-by-Mail |
|---|---|---|
| Never | 4.3% | 16.7% |
| Seldom | 14.5% | 0. |
| Occasionally | 26.1% | 50.0% |
| Frequently | 46.4% | 33.3% |
| Always | 8.7% | 0. |

Non-fiction use through books-by-mail is generally lower than non-fiction use on bookmobiles.

Categories of non-fiction reading indicate that five or six genres account for a large proportion of demand.[8] If collections are not compatible with this pattern of demand, that fact may, in part, account for the lower total use of non-fiction. Hobbies and biography are non-fiction favorites of adults, with religious books not far behind.

Table 5-27 Adult Use of Non-fiction by Category

| Non-Fiction Category | Bookmobile | Books-by-Mail |
|---|---|---|
| Genealogy | 4.6% | 15.7% |
| Sports | 9.2% | 4.9% |
| Hobbies | 55.6% | 42.2% |
| Environment | 6.6% | 7.8% |
| Travel | 17.9% | 18.6% |
| War | 13.8% | 14.7% |
| Biography | 50.0% | 56.9% |
| History | 29.6% | 36.3% |
| Self improvement | 33.7% | 22.8% |
| Religious | 33.7% | 38.6% |
| Current events | 18.9% | 24.5% |
| Personal problems | 12.8% | 9.8% |
| Other non-fiction | 7.1% | 9.7% |

[8] As with fiction, the sum of the columns for non-fiction preferences exceeds 100% because all respondents were asked to check three categories.

Hobbies and biography are also well received by young adults, but sports surpass both in popularity.

Table 5-28 Young Adult Use of Non-Fiction by Category

| Category | Bookmobile | Books-by-Mail[9] |
|---|---|---|
| Animals | 25.0% | 20.0% |
| Sports | 46.9% | 40.0% |
| Cars | 31.3% | 30.0% |
| Biography | 40.6% | 30.0% |
| Personal Problems | 21.9% | 30.0% |
| Current Events | 18.8% | 10.0% |
| Occult | 9.4% | 20.0% |
| Religion | 6.3% | 20.0% |
| War | 12.5% | 30.0% |
| Hobbies | 43.8% | 30.0% |
| Science | 9.4% | 30.0% |
| Social Studies | 15.6% | 20.0% |
| Art | 21.9% | 30.0% |
| Literature | 6.3% | 10.0% |
| True Adventure | 18.8% | 20.0% |
| Environment | 6.3% | 20.0% |
| Black Studies | 6.3% | 10.0% |
| Other Non-Fiction | 6.3% | 0. |

[9]The small number of young adult users of books-by-mail may distort results.

Books about animals are by far the preferred non-fiction reading of children.

Table 5-29 Children's Use of Non-Fiction by Category

| Category | Bookmobile | Books-by-Mail[10] |
|---|---|---|
| Animals | 62.2% | 83.3% |
| Sports | 36.5% | 16.7% |
| Picture Books | 27.0% | 16.7% |
| Biography | 27.0% | 33.3% |
| History | 18.9% | 0. |
| Science | 28.4% | 50.0% |
| Social Studies | 8.1% | 0. |
| Art | 9.5% | 16.7% |
| Religion | 6.8% | 0. |
| Personal Problems | 4.1% | 16.7% |
| Current Events | 8.1% | 0. |
| Concepts | 21.6% | 16.7% |
| Informational | 37.8% | 0. |
| Other Non-Fiction | 2.7% | 0. |

[10]The small number of child users of books-by-mail may distort results.

User Satisfaction and Auxiliary Services.--One of the contrasts between bookmobiles and books-by-mail is the provision of services other than lending. Some bookmobiles provide reference service; books-by-mail cannot do so directly. Users of books-by-mail, however, do not avail themselves of reference assistance indirectly by letter or telephone to any significant extent.

Table 5-30 Reference Use by Adults

| Frequency | On Bookmobile | Written or telephoned Reference by BBM users |
|---|---|---|
| Never | 11.5% | 55.7% |
| Seldom | 15.8% | 15.7% |
| Occasionally | 48.3% | 22.6% |
| Frequently | 21.1% | 2.6% |
| Very Frequently | 3.3% | 3.5% |

Those books-by-mail clients who do ask reference questions by mail or telephone are likely to be less satisfied than bookmobile patrons who ask questions on the bookmobile.

Table 5-31 Reference Satisfaction (Adults)

| Frequency | On Bookmobile | Books-by-Mail Patrons |
|---|---|---|
| Never | 2.2% | 9.8% |
| Seldom | 0. | 5.9% |
| Occasionally | 8.3% | 7.8% |
| Frequently | 10.0% | 17.6% |
| Very Frequently | 79.4% | 58.8% |

Another component of a full program of library service is programming. A permanently sited library can offer a full range of programs from story hours to lectures and film showings. This aspect of library service is more difficult on bookmobiles, but some bookmobiles do provide a minimum of programming. Books-by-mail programs, of course, cannot compete in this sector. They can, however, assist in publicizing programs at the library and elsewhere. Table 5-32 compares program

Table 5-32 Program Attendance (Adults)

| Frequency | Bookmobiles | Books-by-Mail |
|---|---|---|
| Never | 75.5% | 88.2% |
| Seldom | 7.0% | 5.4% |
| Occasionally | 8.5% | 3.2% |
| Frequently | 5.5% | 2.2% |
| Very Frequently | 3.5% | 1.1% |

attendance on the bookmobile with program attendance announced through books-by-mail. Neither service seems startlingly effective in stimulating program attendance.

Table 5-33 provides data on the degree of satisfaction expressed

Table 5-33 User Satisfaction (Adults)

| Degrees of Satisfaction | Bookmobiles | Books-by-Mail |
|---|---|---|
| Very Dissatisfied | 1.0% | 2.8% |
| Moderately Dissatisfied | 1.0% | 4.6% |
| Indifferent | 1.9% | 5.5% |
| Moderately Satisfied | 14.4% | 24.8% |
| Very Satisfied | 81.7% | 62.4% |

by users of the two delivery services. Generally, library users tend to be pleased with services offered them. Many of the respondents indicated great fear that the service which they valued tremendously might be taken away from them. Given this defensive attitude, the percentage of adult users who are very satisfied with service may be somewhat inflated. It probably can be legitimately concluded, however, that bookmobile users are more likely to be satisfied than books-by-mail users.

Another area of user satisfaction was elicited by an inquiry as to whether the materials borrowed met the expectations of the users. There is, again, some evidence that books-by-mail is less satisfactory.

Table 5-34 Frequency With Which Materials Met The Expectations of the Borrower/Adults

| Frequency | Bookmobile | Books-by-Mail |
|---|---|---|
| Never | 1.0% | 2.8% |
| Seldom | .5% | 4.6% |
| Occasionally | 4.3% | 5.5% |
| Frequently | 32.1% | 24.8% |
| Always | 62.2% | 62.4% |

Virtually the same percentage of users of the two services reported that materials always met their expectations. Books-by-mail clients, however, were slightly more likely to report that the materials never or seldom met their expectations. This finding underlines the previous observation that the selection of materials from catalogs is less satisfactory than the direct examination of items before borrowing.

An area of concern expressed by critics of both bookmobiles and books-by-mail is their capacity to deliver magazines and non-print media. Only one of the books-by-mail programs regularly supplied non-print media. Several bookmobiles supplied recordings and would supply magazines or other non-print materials by special request. The use of these formats may reflect the limited supply of such materials.

Table 5-35 Adult use of Records or Tapes

| Frequency | Bookmobile | Books-by-Mail |
|---|---|---|
| Never | 85.8% | 97.0% |
| Seldom | 3.6% | 1.0% |
| Occasionally | 4.6% | 0. |
| Frequently | 4.1% | 1.0% |
| Very Frequently | 2.0% | 1.0% |

Table 5-36 Adult Use of Magazines

| Frequency | Bookmobile | Books-by-Mail |
|---|---|---|
| Never | 87.8% | 97.0% |
| Seldom | 3.1% | 1.0% |
| Occasionally | 5.6% | 0. |
| Frequently | 2.6% | 1.0% |
| Very Frequently | 1.0% | 1.0% |

Table 5-37 Adult Use of Films

| Frequency | Bookmobile | Books-by-Mail |
|---|---|---|
| Never | 92.4% | 100% |
| Seldom | 1.0% | 0. |
| Occasionally | 3.6% | 0. |
| Frequently | 1.0% | 0. |
| Very Frequently | 2.0% | 0. |

Table 5-38 Adult Use of Art Prints

| Frequency | Bookmobile | Books-by-Mail |
|---|---|---|
| Never | 94.9% | 99.0% |
| Seldom | 2.0% | 1.0% |
| Occasionally | 1.0% | 0. |
| Frequently | .5% | 0. |
| Very Frequently | 1.5% | 0. |

Table 5-39 Adult Use of Other Audio Visual Materials

| Frequency | Bookmobile | Books-by-Mail |
|---|---|---|
| Never | 95.9% | 99.0% |
| Seldom | 1.5% | 0. |
| Occasionally | 0.5% | 0. |
| Frequently | 0. | 1.0 |
| Very Frequently | 2.0% | 0. |

Summary.--The user survey provided valuable data on the extent to which library delivery systems were reaching the general populace and noted reactions to different forms of service. It also provided information on the accessibility of bookmobiles and books-by-mail. Reading interests were explored, both in the fiction and non-fiction categories. Use of other formats, besides books, was shown to be negligible. Patrons availed themselves of auxiliary services to only a limited extent. Both bookmobiles and books-by-mail services have considerable potential for improvement, which potential will be fully discussed in Chapter VIII.

# CHAPTER VI

## COST ANALYSIS OF BOOKMOBILES

General.--As has been previously mentioned, the six sites for the distribution of questionnaires were chosen because they had both bookmobile and books-by-mail service. The cost analysis of bookmobiles which follows is, however, based on a larger sample. Eleven libraries supplied information on their bookmobiles. Three of the libraries that participated in the user survey also responded to the cost questionnaire; three did not. The validity of any data derived from such an analysis is, of course, enhanced by the greater number of participating libraries.

Bookmobile Age, Original Cost, and Mileage.--Data were supplied on eighteen vehicles, ranging in age from a venerable twenty years to a new model of less than a year. The average age was 6.88 years. Purchase costs

Table 6-1 Year Bookmobile Purchased & Cost

| Library | Bookmobile | Year Purchased | Original Cost |
|---|---|---|---|
| A | #1 | 1978 | $42,287.64 |
| | #2 | 1969 | 20,000.00 est |
| | #3 | 1975 | 5,114.00 |
| B | #1 | 1967 | 26,000.00 |
| | #2 | 1976 | 7,521.72 |
| C | #1 | 1973 | 29,587.26 |
| D | #1 | 1975 | 8,184.00 |
| E | #1 | 1968 | 24,130.00 |
| | #2 | 1960 | 15-20,000.00 est |
| F | #1 | 1977 | 20,500.00 |
| | #2 | 1979 | 25,213.00 |
| G | #1 | 1974 | 4,526.00 |
| H | #1 | 1969 | 17,569.00 |
| | #2 | 1976 | 27,000.00 |
| I | #1 | 1977 | 35,473.94 |
| | #2 | 1975 | 6,000.00 |
| J | #1 | 1975 | 6,525.00 |
| K | #1 | 1975 | 25,757.00 |

varied widely from a low of $4,526 to a high of $42,287. (It is believed that six vehicles with an original cost of below $10,000 are vans, not bookmobiles.) Costs of full-size bookmobiles are rising. Before 1975, the most expensive vehicle was purchased for $29,587. Since 1975, prices have reached $42,287. It is readily apparent that the bookmobile fleet of the reporting Alabama libraries is not only an aging one but future replacement costs will be very high indeed.

Not only is the fleet becoming old, but most of the bookmobiles have covered many highway miles. Speedometer readings range from 153,560 miles for a vehicle purchased in 1969 to 22,921 miles for a 1978 model. The average mileage is 54,968.

Table 6-2 Bookmobile Mileage by Purchase Date

| Year | Library | Bookmobile | Mileage to Date |
|---|---|---|---|
| 1960 | E | #2 | 94,156 |
| 1967 | B | #1 | 92,104 |
| 1968 | E | #1 | 45,076 |
| 1969 | A | #2 | 101,988 |
| | H | #1 | 153,560 |
| 1973 | C | #1 | 82,000 |
| 1974 | G | #1 | 47,242 |
| 1975 | A | #3 | 40,498 |
| | D | #1 | 29,488 |
| | I | #2 | 17,630 |
| | J | #1 | 25,496 |
| | K | #1 | 33,007 |
| 1976 | B | #2 | 9,264 |
| | H | #2 | 67,563 |
| 1977 | F | #1 | 46,590 |
| | I | #1 | 25,886 |
| 1978 | A | #1 | 22,921 |
| 1979 | F | #2 | data not supplied |

Bookmobile Insurance, Fuel, and Repair Costs.--An investment in a bookmobile is, of course, not a one-time outlay of funds. Vehicles must be insured, fuel purchased, and repair costs anticipated. The latest annual

insurance rates ranged from $150 for a van to an estimated $1,600 for the costliest bookmobile. The average was $585. Oil and gas costs constitute more substantial expenses. The lowest fuel bill reported was $415 for the year (a van), the highest $3,700 (a bookmobile). The averages were $536 and $1,765 for the two types of vehicles respectively. Repairs to the vehicles are already considerable. One library spent a high of $4,546 for parts and labor to repair a bookmobile. Another was fortunate to spend only $150. The average annual repair bill was $944.

Table 6-3 Total Insurance, Fuel, and Repair Costs

| Library | Bookmobile | Annual Insurance Costs | Oil & Gas | Repairs & Parts |
|---|---|---|---|---|
| A | #1 | $1,600.00 (est) | $3,856.23* | |
| | #2 | 400.00 | separate data | |
| | #3 | 200.00 | not supplied | |
| B | #1 | 441.00 | $1,846.81* | |
| | #2 | 350.00 | 1,283.19* | |
| C | #1 | 700.00 | 1,343.96 | 4,545.60 |
| D | #1 | 765.00 | 415.00 | 179.00 |
| E | #1 | 321.00 | 3,700.00 | 1,500.00 |
| | #2 | 297.00 | 720.00 | 300.00 |
| F | #1 | 800.00 | 1,727.96 | 201.47 |
| | #2 | 811.00 | 1,783.94 | 149.98 |
| G | #1 | 370.00 | 693.95 | 366.10 |
| H | #1 | 841.00 | 1,255.00 | 1,335.82 |
| | #2 | 968.00 | 1,745.00 | 1,212.45 |
| I | #1 | 718.00 | 2,142.03 | 342.88 |
| | #2 | 150.00 | 429.64 | 190.79 |
| J | #1 | 232.00 | 607.00 | 196.00 |
| K | #1 | 566.00 | 1,465.41 | 1,752.88 |

*Costs for fuel and repairs were not differentiated.

More comparable figures should be forthcoming when operating costs are calculated on a per mile basis. Surprisingly, this is not the case. These range from a low of $.15 to a high of $.49, for an average of $.25. Vans as a separate category cost on the average $.18 a mile to

Table 6-4 Insurance, Fuel, and Repair Costs Per Mile Traveled

| Library | Bookmobile | Insurance, Fuel, and Repair Costs | Last Year's Mileage | Cost per Mile |
|---|---|---|---|---|
| A | #1 | $6,056 | 11,018 | $.292 |
| | #2 | separate data | 1,719 | per |
| | #3 | not reported | 8,000 | vehicle |
| B | #1 & #2 | 3,921 | 10,380 | .379 per vehicle |
| C | #1 | 6,589 | 13,500 | .49 |
| D | #1 | 1,359 | unreported | van |
| E | #1 | 5,521 | unreported | |
| | #2 | 1,317 | unreported | |
| F | #1 | 2,729 | 17,304 | .16 |
| | #2 | 2,744 | 15,180 | .18 |
| G | #1 | 1,430 | 9,465 | .15 van |
| H | #1 | 3,431 | 15,000 | .23 |
| | #2 | 3,925 | 22,500 | .17 |
| I | #1 | 3,202 | 11,275 | .28 |
| | #2 | 770 | 3,342 | .23 van |
| J | #1 | 1,035 | 6,436 | .16 van |
| K | #1 | 3,784 | 8,200 | .46 |

operate, bookmobiles $.28. These costs appear far too low. Several factors may be involved. First, in some cases bookmobiles may be fueled at municipal pumps, either free of charge or at discounted prices. Second, labor costs in repairing vehicles may similarly not reflect market values. Third, and this is suggested with some hesitation, librarians may not be keeping rigorous accounts of all costs. On the other hand, the above mileage costs do not include depreciation and salaries, which would cause appreciable increases.

Bookmobile Salary and Depreciation Costs.--Participating libraries were also requested to provide salary costs. In almost all cases there was, first of all, a "bookmobile librarian" charged against the service. In a few cases there was also a driver's salary. In only two cases were there assistant bookmobile librarian charges. Lastly, supervisory and

and other (technical service staff, etc.) salaries are generally prorated to reflect their varying degrees of involvement with bookmobile operations. If, in addition to salary costs, bookmobiles were

Table 6-5 Salary Costs

| Library | Bookmobile | "Bookmobile Librarian's Salary" | Driver's Salary | Assistant's Salary | Supervisory Salary | Other Salary |
|---|---|---|---|---|---|---|
| A | #1 | $ 8,102.32 | $ 7,359.04 | none | | |
| | #2 | 5,075.45 | * | none | $ 9,516.00 | $ 3,560.09 |
| | #3 | 8,052.00 | * | none | | |
| B | #1 & #2 | 6,822.84 | 4,844.33 | none | 1,440.00 | 2,630.40 |
| C | #1 | 8,800.00 | * | $ 8,100.00 | 4,000.00 | 8,000.00 |
| D | #1 | data not reported | volunteer | none | 700.00 | 615.00 |
| E | #1 | 8,133.00 | * | none | 150.00 | 2,000.00 |
| | #2 | 685.00 | * | none | 100.00 | 1,000.00 |
| F | #1 | 8,696.75 | * | none | 1,000.00 | 200.00 |
| | #2 | 12,925.31 | * | none | 800.00 | 200.00 |
| G | #1 | 3,241.14 | 2,673.12 | none | 915.00 | 631.00 |
| H | #1 | 9,643.00 | * | none | 4,250.00 | 4,000.00 |
| | #2 | 9,643.00 | * | none | 4,250.00 | 4,000.00 |
| I | #1 | 7,779.00 | * | none | 412.07 | 6,329.96 |
| | #2 | 4,383.00 | 4,541.00 | none | 412.07 | 2,009.23 |
| J | #1 | 300.00 | * | 104.00 | none | 150.00 |
| K | #1 | 5,347.81 | 5,201.19 | none | 1,230.86 | 2,204.24 |

*no separate driver

depreciated over a ten-year period, a significantly increased factor would be added to the cost of operating this library delivery system. The following table provides a summary of all the cost elements heretofore mentioned. There is a wide range in the reported cost per mile. The highest cost, $7.83, is for a vehicle that travelled only 1,719 miles during the year and should be discounted accordingly. The lowest cost per mile, $.35, is for a van that incurred negligible charges for salaries. It, too, is of little value in establishing realistic norms. If both these two extremes are ignored, the average cost per mile to operate these vehicles would be $1.81.

Table 6-6 Operational Costs Per Mile Traveled

| Library | Bookmobile | Insurance, Fuel and Repair Costs | Salary Costs | Depreciatory Costs | Total Costs | Cost per Mile |
|---|---|---|---|---|---|---|
| A | #1 | $ 6,056 | $19,820 | $ 4,229 | $26,068** | 2.37 |
| | #2 | separate data | 9,434 | 2,000 | 13,453** | 7.83 |
| | #3 | not reported | 12,411 | 511 | 14,941** | 1.87 |
| B | #1 & #2 | 3,921 | 15,738 | 752* | 20,411 | 1.97 |
| C | #1 | 6,589 | 28,900 | 2,959 | 38,448 | 2.85 |
| D | #1 | 1,359 | 1,315 | 818 | 3,492 | *** |
| E | #1 | 5,521 | 10,283 | * | 15,804 | *** |
| | #2 | 1,317 | 1,785 | * | 3,102 | *** |
| F | #1 | 2,729 | 9,897 | 2,050 | 14,676 | .85 |
| | #2 | 2,744 | 13,925 | 2,521 | 19,190 | 1.26 |
| G | #1 | 1,430 | 7,460 | 453 | 9,343 | .99 |
| H | #1 | 3,431 | 17,893 | 1,757 | 24,024 | 1.60 |
| | #2 | 3,925 | 17,893 | 2,700 | 24,518 | 1.09 |
| I | #1 | 3,202 | 14,521 | 3,547 | 21,270 | 1.89 |
| | #2 | 770 | 6,804 | 600 | 8,174 | 2.45 |
| J | #1 | 1,035 | 554 | 653 | 2,242 | .35 |
| K | #1 | 3,784 | 13,984 | 2,576 | 20,344 | 2.48 |

*one vehicle already fully depreciated

**insurance, fuel, and repair costs prorated equally among the three libraries

***mileage not reported

The cost per mile is a variable that libraries can manipulate easily by shortening routes, decreasing the frequency of trips, and spending more time at each stop. Assuming that the preceding data reflect general practice, however, one can observe that libraries can normally expect to incur expenses of almost $2.00 a mile to keep a bookmobile on the road.

Collections and Circulation.--If a library can afford to purchase, insure, maintain, staff, and eventually replace a bookmobile, it should certainly make every attempt to optimize its use. The primary criterion for measuring use will be the circulation of the book stock carried aboard. Circulation statistics will be affected by many factors, but one element

not heretofore considered will enter significantly into consideration, i.e. the quantity and quality of the collection.

The collection of materials carried by a bookmobile obviously introduces another cost factor. The collection is primarily related to cost per circulation, however, not to the cost per mile traveled by the bookmobile.

Libraries were asked to provide information on the size of the collections carried on their vehicles and to estimate their value. This investment was then amortized over a ten-year period. (This is perhaps too long a period to expect a collection to remain viable.) Costs of replacing lost materials and repairing damaged books were also ascertained.

Table 6-7 Size and Costs of Collections

| Bookmobile | Number of Items | Value of Collection | Prorated costs | Replacement & Repair Costs | Total Prorated & Repl. Cost |
|---|---|---|---|---|---|
| A-1 | 3,225 | $38,628 | $3,863 | $ 264 | $4,127 |
| A-2 | 4,200 | 38,628 | 3,863 | 264 | 4,127 |
| A-3 | unreported | 38,628 | 3,863 | 264 | 4,127 |
| B-1 & 2 | 6,233 | 56,097 | 5,610 | 776 | 6,386 |
| C-1 | 3,500 | 42,000 | 4,200 | 450 | 4,650 |
| D-1 | 2,132 | 19,188 | 1,919 | 90 | 2,009 |
| E-1 | 7,000 | 40,000 | 4,000 | unreported | 4,000 |
| E-2 | 2,000 | 20,000 | 2,000 | unreported | 2,000 |
| F-1 | 2,200 | 6,600 | 660 | 1,340 | 2,000 |
| F-2 | 1,800 | 5,400 | 540 | 650 | 1,190 |
| G-1 | 1,200 | 10,000 | 1,000 | unreported | 1,000 |
| H-1 | 3,000 | 20,850 | 2,085 | 1,510 | 3,595 |
| H-2 | 3,500 | 24,325 | 2,433 | 1,505 | 3,938 |
| I-1 | 2,500 | 15,000 | 1,500 | 260 | 1,760 |
| I-2 | 1,630 | 9,780 | 978 | 134 | 1,112 |
| J-1 | 3,000 | unreported | unreported | unreported | |
| K-1 | 3,863 | 19,289 | 1,929 | 296 | 2,225 |

It will be noted that there are wide variations in the, in most cases, estimated value of the collections, ranging from a low of $5,400 to a

high of $42,000, with an average of $23,789. This variation is not based entirely on size. The value per item ranges from a low of $3.00 to a high of $12.00. The average unit value was $7.47 per volume. Even if one bookmobile stocked only paperbacks while another carried only hardcovered editions, these extremes are difficult to reconcile.

One must, of course, prorate the value of the collection to arrive at an annual cost. As mentioned earlier, a generous amortization period of ten years was used. When that annual cost has been derived and annual replacement and repair costs are added, the last cost factor in operating a bookmobile is available for analysis.

Before analyzing total operational costs in terms of circulation, a few comments about circulation statistics themselves are in order. They, too, offer extremes that are difficult to reconcile. Average daily circulation ranges from a low of 15.6 to a high of 2,145.9.

Table 6-8 Bookmobile Circulation Statistics

| Bookmobile | Total Annual Circulation | Book Stock | Circulation per Item | Daily Circulation* |
|---|---|---|---|---|
| A-1 | 59,135 | 3,225 | 18.3 | 227.4 |
| A-2 | 20,869 | 4,200 | 5.0 | 80.3 |
| A-3 | 15,157 | unreported | unreported | 58.3 |
| B-1 & 2 | 123,520 | 6,233 | 19.8 | 475.1 |
| C-1 | 34,344 | 3,500 | 9.8 | 132.1 |
| D-1 | 6,256 | 2,132 | 2.9 | 24.1 |
| E-1 | 14,469 | 7,000 | 2.1 | 55.7 |
| E-2 | 4,054 | 2,000 | 2.0 | 15.6 |
| F-1 | 506,277 | 2,200 | 230.1 | 2,145.9 |
| F-2 | 496,697 | 1,800 | 275.9 | 1,910.4 |
| G-1 | 21,337 | 1,200 | 17.8 | 82.1 |
| H-1 | 159,476 | 3,000 | 53.2 | 613.4 |
| H-2 | 254,128 | 3,500 | 72.6 | 977.4 |
| I-1 | 313,424 | 2,500 | 125.4 | 1,205.5 |
| I-2 | 77,924 | 1,630 | 47.8 | 299.7 |
| J-1 | 21,478 | 3,000 | 7.2 | 82.6 |
| K-1 | 37,123 | 3,863 | 9.6 | 142.8 |

*based on 52 five day weeks = 260 service days

These data reflect collections where each item is being checked out only twice a year (low) to each item being checked out almost daily (high). The low figure may be for a bookmobile that goes out most infrequently. The high figure would imply that almost the entire stock of the bookmobile would have to be replenished each day. Such wide variations in circulation statistics make the establishment of norms impossible. More standardized techniques for reporting circulation must be forthcoming before comparisons are worthwhile. There are obviously variant definitions of "circulation" at present.

Be that as it may, costs per circulation will nevertheless be displayed. The lows and highs continue to be meaningless, but if the costs below $.10 per circulation and those over $1.00 are disregarded, the average of those remaining, $.43, may be of some value in establishing a benchmark.

Table 6-9 Cost per Circulation

| Bookmobile | Operational Costs (Annual) | Collection Costs (Annual) | Total Annual Costs | Total Annual Circulation | Cost per Circulation |
|---|---|---|---|---|---|
| A-1 | $26,068 | $4,127 | $30,195 | 59,135 | $ .51 |
| A-2 | 13,453 | 4,127 | 17,580 | 20,869 | .84 |
| A-3 | 14,941 | 4,127 | 19,068 | 15,157 | 1.26 |
| B-1 & 2 | 20,411 | 6,386 | 26,797 | 123,520 | .22 |
| C-1 | 38,448 | 4,650 | 43,098 | 34,344 | 1.25 |
| D-1 | 3,492 | 2,009 | 5,501 | 6,256 | .88 |
| E-1 | 15,804 | unreported | unreported | 14,469 | unreported |
| E-2 | 3,102 | unreported | unreported | 4,054 | unreported |
| F-1 | 14,676 | 2,000 | 16,676 | 506,277 | .03 |
| F-2 | 19,190 | 1,190 | 20,380 | 496,697 | .04 |
| G-1 | 9,343 | unreported | unreported | 21,337 | unreported |
| H-1 | 24,024 | 3,595 | 27,619 | 159,476 | .17 |
| H-2 | 24,518 | 3,938 | 28,456 | 254,128 | .11 |
| I-1 | 21,270 | 1,768 | 23,038 | 313,424 | .07 |
| I-2 | 8,174 | 1,112 | 9,286 | 77,924 | .12 |
| J-1 | 2,242 | unreported | unreported | 21,478 | unreported |
| K-1 | 20,344 | 2,225 | 22,569 | 37,123 | .60 |

Summary.--It has been shown that libraries today must be prepared to pay in excess of $40,000 to purchase a new bookmobile, with vans, of course, being substantially cheaper. Considering such a purchase a capital investment and focussing only on annual prorated costs, a library should still be able to budget in excess of $20,000 per year to keep a fully stocked and staffed bookmobile on the road. Under such circumstances, it may wish to compare a per circulation cost of almost $.50 with alternative delivery systems. It should also be pointed out that these cost estimates are based on data over a year old. Salaries, fuel, books, etc. have risen sharply since that time.

## CHAPTER VII

## COST ANALYSIS OF BOOKS-BY-MAIL

General.--The number of libraries responding to the cost questionnaire on books-by-mail was much smaller than that providing information on bookmobiles. Six libraries supplied data, three of these coinciding with sites of the user questionnaire distribution. Not only is the sample smaller, but the information, itself, is very fragmentary. It would appear that costs of books-by-mail programs are intermingled with other library costs to an even greater extent than bookmobile costs. Without discrete cost accounting procedures for such programs, it is impossible to derive meaningful comparative data. The analyses that follow are therefore of limited value.

Origins and Demographic Data.--Most of the six libraries that reported have commenced their books-by-mail programs during the last five years. The earliest began in 1973, the two latest in 1979. The recency of

Table 7-1 Year Program Commenced

| Library | 1973 | 1974 | 1975 | 1976 | 1977 | 1978 | 1978 | 1979 |
|---|---|---|---|---|---|---|---|---|
| A | x | | | | | | | |
| B | | | | | | | | x |
| C | | | x | | | | | |
| D | | | | | x | | | |
| E | | | | | | | | x |
| F | | | | x | | | | |

books-by-mail services in Alabama goes far in explaining the dearth of available information.

Four of the programs serve single counties, while two serve two and five counties respectively. A wide range of populations is served, both in terms of numbers and rural/urban mix.

Table 7-2 Population of Service Areas

| Library | Rural | Urban | Total |
|---|---|---|---|
| A | 56,700 | | 56,700 |
| B | 59,460 | 66,137 | 125,627 |
| C | | 785,000 | 785,000 |
| D | 17,511 | | 17,511 |
| E | 19,500 | 27,000 | 46,500 |
| F | 86,775 | 69,225 | 156,000 |

The total population of the six service areas is 1,187,338, with 239,946 being rural and 947,362 urban.

Operational Costs.--A significant portion of the expenses incurred in operating a books-by-mail program by the six libraries was not captured in their responses to the survey. Various costs that could be partially assigned to books-by-mail are evidently not distributed budgetarily. One example is space. The portion of the physical plant dedicated to books-by-mail is quite small, ranging from a low of 48 to a high of 1,440 square feet, with an average of 442. No library, however, prorated insurance costs on the building to cover this service. Neither were maintenance and repair costs prorated by any library.

In most other categories four of the libraries were able to supply some discrete data. Of these, personnel accounted for the largest total outlay. Two of the reporting libraries have a full-time employee devoted to the books-by-mail program. On the other hand, one library uses two persons for only one hour a week, while one has four part-time people assigned to books-by-mail for about three hours a week.

Very little specific information was reported concerning the collections which support the service. Two libraries maintain a separate collection for the books-by-mail program. (One supplies only paperbacks.) Three libraries draw from the main collection and one uses a combination approach. Cost figures are available for only half of the reporting libraries.

All of the programs provide postage-free service both ways. Postage is, therefore, a relatively major expense. Bookmailers, or "jiffy" bags, add to mailing costs.

Where catalogs were available, and only three of the six libraries reported having them at the time of the survey, the frequency of distribution ranged from annually to three times a year. One program sends out quarterly supplements, however, while another mails monthly supplements listing large print books only. Two libraries were in the process of compiling a catalog for the first time. The one library that opted for a comercially produced catalog expended $1,090 for 5,000 copies, while another had an edition printed for $615. The other libraries reported no costs since catalogs were not yet completed or had the costs absorbed elsewhere.

Table 7-3 Books-by-Mail Costs

| Library | Personnel | Collection | Postage | Bookmailers | Catalogs |
|---|---|---|---|---|---|
| A | $10,770 | $ 360 | $1,500 | $385 | 615 |
| B | unreported | unreported | unreported | unreported | unreported |
| C | unreported | unreported | unreported | unreported | unreported |
| D | unreported | 4,514 | 1,199 | 141 | 1,090 |
| E | 64 | unreported | 83 | 9 | unreported |
| F | 7,134 | 1,411 | 759 | unreported | unreported |

Book Requests and Circulation.--With so many of the costs of books-by-mail programs absorbed by the general library budget, one would expect a low cost per circulation. Such is not the case, at least in comparison to bookmobiles. A portion of the cost may be accounted for in searching

Table 7-4 Cost per Circulation and Request

| Library | Total Cost | Circulation | Cost/ Circulation | Requests | Cost/ Request |
|---|---|---|---|---|---|
| A | $13,630.00 | 4,875 | $2.79 | unreported | unreported |
| B | unreported | unreported | unreported | unreported | unreported |
| C | 9,297.00* | 8,416 | 1.10 | 12,285 | .75 |
| D | 7,226.00 | 5,781 | 1.24 | 5,919 | 1.22 |
| E | 161.00 | 119 | 1.35 | 147 | 1.09 |
| F | 9,664.00 | 3,628 | 2.66 | unreported | unreported |

*Cost information not complete

requests. Unlike the users of bookmobiles who primarily choose among the books themselves, patrons of books-by-mail programs select from lists. This requires a library staff member to be an intermediary in the selection of materials to read and demands a greater investment in staff time. Consequently, of the three libraries reporting both cost per circulation and cost per request, the former was $1.23 compared to $1.02 for the latter.

Summary.--It is unfortunate that so little information was reported on books-by-mail programs in Alabama. One can only observe on the basis of what is known that it is a relatively new service, not yet come of age. At the present level of use, circulation costs are over twice as much as those reported for bookmobiles. Even this relatively high figure does not include certain cost factors that should be attributed to books-by-mail service. A number of observations and suggestions relating to both bookmobile and books-by-mail programs will be made in the concluding chapter.

# CHAPTER VIII

## OBSERVATIONS AND RECOMMENDATIONS

General.--The relative effectiveness of library delivery systems may be measured by several standards. Costs, circulation statistics, user satisfaction and other such factors provide bases for comparison. Before these are considered, however, each library must have a very clear concept of its own objectives, its own priorities. Without objectives, performance measurements are reduced to sterile statistics. Libraries first have to decide what they want to do before they analyze how well they are doing it.

As mentioned earlier in this report, library budgets are finite and different objectives consequently compete with one another for funding. It is, therefore, important to recognize what one is giving up or reducing, as well as what one is introducing or emphasizing.

It is not appropriate for the writers of this report to evaluate the objectives of the libraries that participated in the study. To make explicit certain tacit priorities, however, should be facilitated by the findings. One may observe that the promotion of reading, as measured by the circulation of books, has been given a high priority by the libraries that have funded bookmobiles, books-by-mail, and depository collections. This would appear to be a higher priority than, for instance, a more ambitious reference service or audiovisual program. A clue to this preference is that little attention has been given to providing either of the latter two services via the bookmobile or

publicing such services via books-by-mail. One may also observe, with one notable exception, that there has been no conscious decision about target populations to receive the primary benefit of these outreach delivery systems. No specific age group, socio-economic level, minority group, or any other category of user (again with one exception) has been singled out as a top priority for service. This is not to find fault with such an approach, but merely to point out that each delivery system, nevertheless, implies a tacit priority population. To use only one example, the results of this survey strongly suggest that a books-by-mail program discriminates against children and young adults. There is nothing wrong with this, per se, as long as this implicit priority in favor of adults is confirmed as a conscious decision by the library administration.

Once objectives have been established, a bookmobile or a books-by-mail program may well be chosen as the most effective means of meeting these objectives. It is hoped that the observations and recommendations that follow will be helpful in clarifying planning, improving service, and evaluating the performance of such delivery systems.

Costs.--The literature overwhelmingly affirms that the cost per circulation is lower for books-by-mail than for bookmobiles. This study found the opposite. Circulation costs were over twice as much for books-by-mail as for bookmobiles. Such a disparity between findings may have several explanations, but the most basic concern is that the data provided by the responding libraries in this survey were both fragmentary and, in some cases, suspect. The validity of any cost comparisons based on these data is therefore weakened.

Recommendation: Models for cost accounting should be developed on a state-wide basis. General costs should be prorated to specific programs. Standardized definitions of the factors that describe costs and circulation should be established.

Cost per circulation is very much influenced by the volume of activity. Books-by-mail programs in Alabama have not yet reached a level of use in most cases to realize low unit costs. Recommendation: If the State moves toward district organization, consideration should be given to establishing books-by-mail programs on a district-wide basis in order to achieve economies of scale.

Another factor that causes a high cost per circulation is incremental funding. Programs are phased in gradually. This inevitably leads to cost ratios during the early stages that reflect badly on the service. Recommendation: After proper advance planning, delivery systems should be brought on line at full capacity whenever possible. This, too, makes economies of scale possible.

Fuel costs have escalated precipitously during the last few years. Although a rapidly growing circulation rate can offset the cost per circulation faster than operational expenses can increase it, total costs may establish a budgetary threshold for bookmobile service that is beyond the means of many libraries. Recommendation: A model budget for the operation of a bookmobile should be developed with projections of costs over a ten-year period. Any future grant for the purchase of a bookmobile should be contingent upon the demonstrated capacity of the library for its continued operation with a full program of service.

In the meantime, libraries have opportunities to explore various means to reduce total bookmobile costs. Some libraries systematically echew stops that are within twenty minutes travelling time to the main library. They then use the bookmobile as a "mobile branch" beyond this periphery, stopping less frequently and staying longer at each site. In such cases, donors of free electricity have been identified, thus obviating the need to use the bookmobile's generator. At the very least, most libraries have examined the routes travelled by their bookmobiles very carefully, realizing that expensive bookmobiles should not be used to provide personalized delivery service to private homes. Recommendation.--Bookmobile routes should be established by the library in consultation with a professional transportation engineer. Such expertise can be found in most city governments. (In Pennsylvania routes are submitted to the person who analyzes school bus routes.)

Service.--Books-by-mail users are somewhat less satisfied with their choice of materials than bookmobile users. Ironically, the first group is less likely to request materials not found in the catalog than the latter group is to request items not aboard the bookmobile. Recommendation.--The reticence of books-by-mail clients to request books not listed in the catalog should be investigated. At the same time, mechanisms for requesting materials not in the catalog should be provided and publicized widely. Every mailing should include appropriate request forms and a telephone number for verbal inquiries.

Little reference service and programming are offered directly on bookmobiles or indirectly through books-by-mail.

Recommendation.--When bookmobiles or books-by-mail are the principal library delivery systems to underserved areas, attempts to broaden their repertoire of services must be explored. Books-by-mail clients especially need attention in the area of reference. Telephone reference service should be instituted whenever feasible, and notices publicizing this service should be included in all mailings.

Comparisons of the use of bookmobiles and books-by-mail for a wide range of audiences (adults, children, blacks, employed, students, etc.) demonstrated that the vast majority used bookmobiles more frequently than books-by-mail. For most audiences the results were statistically significant. There is some evidence, however, that the divorced, widowed, and retired use books-by-mail more than other groups do. Recommendation.--A shift to sole reliance on one form of delivery service or the other should be done only after a careful analysis of the relative advantages and disadvantages of that shift. As stated earlier, either service implies that priorities have been established as to the population to be served, although ways may be found to overcome some of the biases against a particular type of service.

Reading Tastes.--A number of genres of fiction were identified as substantial favorites by respondents. These included mysteries, best sellers, romances, and historical fiction (adults); romances, sports, adventure stories, and science fiction (young adults); animal and adventure stories, humor, and mysteries (children). Recommendation.--Librarians should be very sensitive to the reading tastes of their various clienteles. They should provide a generous array of titles in the areas identified above

from which to select.

Non-fiction use by all age groups is less than that for fiction. Categories that are most popular include hobbies, biography, and religion (adults); sports, hobbies, and biography (young adults); while books about animals are far above any other category for children. Recommendation.--Again, as with fiction, cognizance of reading preferences in non-fiction should be made in stocking bookmobiles and in preparing books-by-mail catalogs. Efforts should also be made to increase the level of non-fiction reading. The provision of multiple copies of non-fiction best sellers should be considered.

Almost no magazines or non-print media are circulated from bookmobiles or books-by-mail, yet successful prototypes exist. Recommendation.-- Efforts should be made to create mediamobiles and media-by-mail programs. Such action would again extend the repertoire of services. Experiments should be conducted. Consideration might be given to a tables-of-contents service for magazines. A modified selective dissemination of information (SDI) service might be instituted.

Catalogs.--Books-by-mail catalogs are not comprehensible to children and, to a lesser degree, to young adults. (The same observation is probably true for users who are not well educated.) Neither are most catalogs attractive in format. Recommendation.--Some imaginative experimentation needs to be applied to books-by-mail catalogs if they are to appeal to, and therefore reach, special groups. This might include: a. Having simpler instructions on how to use the catalog, b. Designing special catalogs for different groups, c. Issuing special supplements devoted to

high interest subjects, d. Initiating a limited "book club" approach to books-by-mail programs, e. Including illustrations, puzzles, and other special features, f. Using excerpts instead of annotations for some books, g. Enlisting the assistance of children and young adult volunteers in preparing catalogs, and h. Suggesting ways and providing incentives for sharing the catalog.

Audience Penetration.--Neither bookmobiles nor books-by-mail programs in Alabama appear to reach a substantial proportion of the potential population to be served. Given this situation, libraries have two alternatives: a. Develop strategies for increasing the percentage of participation in such programs, or b. Establish greater specificity in targeting high priority audiences. It is believed that some of the recommendations already enumerated will help in increasing the percentage of participation in both general and specialized programs. Recommendation.--Libraries preferring to continue general programs may wish to be more precise in defining their service areas geographically. A books-by-mail program could be limited to geographical areas that bookmobiles never reach and which are also beyond a convenient commuting range of the main library. Libraries preferring to focus on special audiences may wish to add target populations incrementally. During each phase, every effort would be made to reach as many clients from that special group as possible and to consolidate the loyalty of that group before adding another target audience.

Community leaders have a relatively low esteem for books-by-mail programs. This low esteem may reflect a lack of understanding about such programs. Recommendation.--Libraries that wish to begin or to

expand a books-by-mail program should consider initiating a demonstration aimed specifically at community leaders. This would provide an intimate knowledge on the part of opinion leaders of the objectives of books-by-mail programs.

There is a considerable variation in the priorites of library staffs and community leaders. These relate to age groups to be served, categories of users, types of services provided, and delivery systems. Recommendation.--While not attempting to judge which group has better priorities, efforts should be made by libraries to reconcile these differences. A better public relations program is clearly called for.

Conclusion.--The above observations and recommendations do not represent a complete distillation of the study. It is believed that there are many results imbedded in the earlier tables that merit further consideration and should affect planning. The reader's attention is also called to the appendixes, where the results of the supplemental survey are reviewed. There, also, the opinions of library staffs and community leaders are documented. The statistical analyses of the questionnaire responses are presented in the third appendix, and, lastly, samples of all the survey instruments may be inspected.

# APPENDIX A

## SUPPLEMENTARY SURVEY

General.--Supplemental information obtained in the study was focussed on an assessment of the respondents' leisure-time activities. The information requested in this part of the survey was optional, therefore the response rate was not nearly as high as that of the general survey. Of the 406 questionnaires returned out of the 2,100 distributed, respondents supplied data of some kind on as many as 358 and as few as 276 questions.

Leisure-Time Activities.--Initially, respondents were asked to report on the number of hours, on a typical day, that they spent watching television, listening to radio, listening to records, conversing with friends or relatives, working on hobbies, reading daily newspapers, reading magazines, or reading books. Not surprisingly, most persons reported spending more time watching television than they spent in any other of these activities. This was true both in terms of mean and median time spent in watching television with 2.8 hours reported for the former and 2.5 for the latter.

The second most popular activity was that of reading books with 2.2 mean hours and 1.7 median hours reported devoted to this pursuit. Respondents reported spending the least amount of time in listening to recordings. In fact, most people said that they did not listen to recordings at all on a typical day, but for those who did listen, they listened about one hour. Reading magazines and daily newspapers were near the bottom in reported utilization of leisure time.

Table A-1 Time Spent in Various Leisure Time Activities

| Activity | Mean Hours | Median Hours | Rank Order Mean | Rank Order Median |
|---|---|---|---|---|
| Watching Television | 2.851 | 2.531 | 1 | 1 |
| Listening to Radio | 1.764 | 1.236 | 4 | 4 |
| Listening to Records | 0.928 | 0.395 | 9 | 9 |
| Conversing with Friends | 2.117 | 1.528 | 3 | 3 |
| Working on Hobbies | 1.525 | 1.164 | 5 | 5 |
| Reading Daily Newspapers | 1.273 | 0.981 | 6 | 7 |
| Reading Magazines | 1.039 | 0.923 | 8 | 8 |
| Reading Books | 2.225 | 1.789 | 2 | 2 |
| Reading Sunday Newspapers | 1.203 | 1.083 | 7 | 6 |

Books and Magazines.--Another area of interest to the researchers was the degree to which books and magazines were generally available in the respondents' homes during the past year. To ascertain this information, several questions were asked. Specifically, the queries sought data on the number of books in a household, and the source of the books acquired during the year, particularly the percentage purchased from bookstores in comparison to the number acquired from bookclubs.

The mean number of books owned per household was reported at 226. This figure was seen by the researchers as surprisingly high and as potentially unreliable since a number of individuals who reported their holdings couched their count in phrases such as "too many to count," or "I don't know, but there's a lot." Such responses were coded as the maximum number. The median figure reported, by way of contrast, was 118 per household. This figure is viewed as being more credible.

The method of obtaining books was predominantly through purchase (presumably these books included paperbacks and the source was bookstores, drug and sundry stores, etc.). The average number of books reported purchased during the past year was 18.1, with the median being 9.9.

Bookclubs were the source of about 20% of these books with an average of 3.6 books per household coming from these organizations.

The number of magazines purchased as compared to the number obtained through subscriptions was roughly opposite to the ratio of books purchased to books received through bookclubs. Respondents reported subscribing to an average of over 4 magazines (4.2 mean, 3.3 median). On the other hand, they reported purchasing only 1.1 magazines on the average per month with a median of .45 purchased.

Table A-2 Availability of Reading Matter in Household

| Books and Magazines | Mean | Median |
|---|---|---|
| Books Owned | 226 | 118 |
| Books Bought | 18.1 | 9.9 |
| Book Club Purchases | 3.6 | .25 |
| Magazine Subscriptions | 4.2 | 3.3 |
| Magazines Bought | 1.1 | .45 |

Reading Tastes.--Reading tastes in magazines was another area that was surveyed. In ascertaining the types of magazines preferred, respondents were asked to choose between Fashion, Crafts, Confidential, Sports, Religion, Science, Professional, Literary, and Scholarly Journals. When asked to select from amongst these journals those that they never read to those that they read very frequently, respondents most often chose Confidential magazines for the former (71.3%) and Crafts magazines for the latter (19.3%). Actually, the data portray more of a negative inclination with stronger preferences against certain types of journals than preferences for them. Over half of the respondents, for example, never read Science magazines (61.8%) and even higher percentages never or seldom read Literary or Scholarly journals (69.3% and 67.2% respec-

tively). On the other hand, there appears to be an extremely strong preference for Crafts journals with some 75% of the respondents reporting reading this type of journal from occasionally to very frequently.

Table A-3 Journal Readership Preference

| Degree of Readership | Fashion | Crafts | Confidential | Sports | Religion | Science | Professional | Literary | Scholarly |
|---|---|---|---|---|---|---|---|---|---|
| Never | 38.9 | 16.4 | 71.3 | 44.9 | 29.4 | 61.8 | 44.2 | 49.4 | 49.1 |
| Seldom | 17.8 | 8.6 | 17.8 | 12.8 | 15.0 | 12.5 | 12.8 | 19.9 | 18.1 |
| Occasionally | 19.6 | 23.1 | 6.7 | 19.0 | 19.0 | 12.8 | 12.5 | 16.4 | 16.1 |
| Frequently | 15.5 | 32.6 | 3.2 | 14.0 | 21.9 | 8.5 | 19.2 | 9.9 | 9.6 |
| Very Frequently | 8.2 | 19.3 | .9 | 9.3 | 14.7 | 4.4 | 11.3 | 4.4 | 7.0 |

Indeed as Table A-3 illustrates, Crafts journals and Confidential journals hold sway at both ends of the continuum when placed in rank order. Thus, Crafts journals receive the most positive and the least negative endorsement, while Confidential journals receive the least positive and most negative endorsement.

Table A-4 Most Preferred and Least Preferred Journals

| Type | Most Preferred Percent | Most Preferred Rank | Least Preferred Percent | Least Preferred Rank |
|---|---|---|---|---|
| Crafts | 19.3 | 1 | 16.4 | 9 |
| Religious | 14.7 | 2 | 29.4 | 8 |
| Professional | 11.3 | 3 | 44.2 | 6 |
| Sports | 9.3 | 4 | 44.9 | 5 |
| Fashion | 8.2 | 5 | 38.9 | 7 |
| Scholarly | 7.0 | 6 | 49.1 | 4 |
| Science | 4.4 | 7 | 61.8 | 2 |
| Literary | 4.4 | 7 | 49.4 | 3 |
| Confidential | 0.9 | 8 | 71.3 | 1 |

In actuality, of course, some degree of causality in the above may be attributed to the availability of these journals, i.e., Confidential type magazines are essentially held in low esteem by many persons for religious or moral reasons and consequently may not be readily available

in many households. The popularity of Crafts journals may be ascribed to many factors. The increasingly broad categorization of this genre, e.g., journals dedicated to such recent phenomena as the use of solar power for energy needs, may be a factor. Or it could be that the propensity for many individuals living in a proscribed economic environment to utilize more self-reliance in home repairs, furniture construction, etc., may contribute to their increased visibility. Additional factors may be that this type of journal is clearly more catholic in its inclusions than are the others and that it is often more susceptible to repeated use as both a training and reference manual.

Reading tastes were further examined from the perspective of format. The respondents were asked to stipulate whether they read newspapers, magazines, or books when they did read. The book proved to be far more popular than magazines or newspapers. Respondents noted that 76.3% of their reading was devoted to books, while only about 20% of their time was spent on magazines or newspapers.

Table A-5 Format Preferred

| Type | Percent Prefer |
|---|---|
| Books | 76.3 |
| Magazines | 20.0 |
| Newspapers | 20.0 |

Respondents were next asked to indicate the degree of importance of certain considerations in determining what they chose to read. The choices presented were work, school, home, current events, recreation or entertainment, or cultural improvement. Each choice could be given a rating of very, somewhat, or not at all. The school and the workplace

were cited more often as never affecting reading habits. Some 83.6% of the respondents reported that the school was either never or only somewhat important in their selections, while 72.3% noted that the workplace had little influence. Current events, by contrast, was cited as either somewhat or a very important consideration in reading choice 80% of the time. Additionally, recreation, culture, and the home all received highly positive ratings.

Finally, the supplemental survey sought to ascertain the extent to which the habit of reading books (regardless of their source) was a regular activity of the individual respondent and whether or not fiction or non-fiction was the most preferred type. The data indicate that about 30% of the respondents read more than 50 books during the past year, while 56.7% read 26 or more books in that time. The mean number of books reported read by this group was 74 with the median being 30. It also appears that most of the respondents read about two books a month, as the mode for books read per year was calculated as 21. Moreover, some 44% of the respondents reported having read a book in the last 24 hours, while 68.9% reported having read one within the last seven days.

With regard to preferences for fiction or non-fiction, fiction proved to be nearly twice as popular as non-fiction. Of the respondents, 65.1% reported that the last book they read was fiction, while 36.3% reported non-fiction. A small fraction of the respondents reported reading both types on the day they completed the questionnaire.

# APPENDIX B

## OPINIONS OF LIBRARY STAFFS AND COMMUNITY LEADERS

General.--Library programs are in competition with other public services for funding. Since library budgets are finite, internal priorities are to some extent in competition with each other as well. When greater emphasis is placed on serving one group of readers, lesser emphasis in serving another is an almost inevitable result. When funding for a given service, reference, for example, is increased, support for audio-visual service, as a competitor for the library dollar, sees a reduction. Outreach programs are often initiated at the expense of the central library.

Library planners are aware that difficult choices must be made between competing priorities. Astute planners are also aware that staff and community support are necessary ingredients to the success of innovative programs. They should, consequently, be sensitive to the opinions of library staffs and community leaders. They should, in addition, know the most viable channels for forming and changing opinions. Before a new books-by-mail program, for example, is instituted, the library director may need to mount an intensive public relations campaign to secure the good will of both staff and community leaders. Such a campaign is doubly important if the priorities of the staff and community leaders are at variance with those of the director.

It was to ascertain the opinions of library staffs and community leaders that a secondary survey was conducted to accompany the user survey.

The questionnaire distribution and return were discussed on pages 20-21. The results are presented below.

Target Population Priorities.--In response to the question, "In a period of financial accountability, which, in your opinion, are the most important groups the library should be serving," a substantial difference in priorities was revealed. While staff perceives service to adults as a clear priority, community leaders express a more balanced assessment.

Table B-1 Age Group Priorities

| Age Groups | Community Leaders* | Library Staff* |
|---|---|---|
| Children | 39.2% | 27.6% |
| Young Adults | 32.4% | 13.8% |
| Adults | 35.1% | 58.6% |
| Other | 5.4% | 1.7% |

* 74 community leaders and 58 library staff members completed the survey form. The percentages in this table may exceed 100% because some respondents indicated more than one category as most important.

A similar question was asked about which age groups should receive less priority. Table B-2 displays these data.

Table B-2 Age Group With Less Priority

| Age Groups | Community Leaders | Library Staff |
|---|---|---|
| Children | 23.0% | 13.8% |
| Young Adults | 25.7% | 55.2% |
| Adults | 43.2% | 19.0% |
| Other | 2.7% | 1.7% |

There is again a striking difference in opinion. Library staff would reduce service to young adults, while community leaders selected adults to receive less priority. These figures can be interpreted in a relatively straight forward fashion. Library staff, in the aggregate, regard adults as the most important age group and community leaders regard them as the least important. Library staff regard young adults as the least important age group, community leaders do not.

An assessment of the priorities for serving various other categories of users was also made. Three choices could be made from each listing.

Table B-3 Most Important Groups

| Category | Community Leaders | Library Staff |
|---|---|---|
| Disadvantaged (socio-economic) | 40.5% | 46.6% |
| Disadvantaged (educationally) | 55.4% | 43.1% |
| Physically Handicapped | 32.4% | 34.5% |
| Aged | 43.2% | 46.6% |
| Inmates of Jails and Prisons | 4.1% | 6.9% |
| Rescarchers | 52.7% | 36.2% |
| Professional People | 31.1% | 34.5% |
| Homemakers | 29.7% | 37.9% |
| Other | 10.8% | 3.4% |

Community leaders regard the educationally disadvantaged, researchers, and the aged as the three most important groups the library should be serving. Library staff regard the socio-economically disadvantaged, the aged, and the educationally disadvantaged as the three most important

groups. The greatest discrepancy is in the assessment of the importance of researchers. This result may be a function of differing definitions of the term. Both community leaders and library staff regard inmates as the group which should receive less priority. They also tend to agree that homemakers and professional people are low priority groups.

Table B-4 Less Priority Groups

| Category | Community Leaders | Library Staff |
|---|---|---|
| Disadvantaged (socio-economic) | 33.8% | 34.5% |
| Disadvantaged (educationally) | 16.2% | 29.3% |
| Physically Handicapped | 16.2% | 19.0% |
| Aged | 25.7% | 20.7% |
| Inmates of Jails and Prisons | 77.0% | 81.0% |
| Researchers | 28.4% | 34.5% |
| Professional People | 51.5% | 43.1% |
| Homemakers | 43.2% | 41.4% |
| Other | 0.0% | 1.7% |

Priorities of Services.--The two groups were queried as to the library services they viewed as most and least important. Tables B-5 and B-6 present the results.

Table B-5 Most Important Services

| | Community Leaders | Library Staff |
|---|---|---|
| Answering Informational Questions | 29.7% | 69.0% |
| Providing Recreational Reading | 60.8% | 69.0% |
| Cooperating in Adult Basic Education Programs | 47.3% | 20.7% |
| Providing resources for genealogical searches | 4.1% | not asked |
| Assisting Groups in Planning and Conducting Programs | 24.3% | 12.1% |
| Providing Audio Visual Services | 28.4% | 24.1% |
| Maintaining Archival Collections on local history | 28.4% | 24.1% |
| Providing resources for study and research | 18.9% | 70.7% |
| Other | 1.4% | 0. |

Community leaders view the provision of recreational reading, cooperating in adult basic education programs and answering informational questions as the three most important services. In contrast, library staff regard the provision of resources for study and research, answering informational questions and the provision of recreational reading as the three most important services, by a wide margin. Community leaders perceive the provision of resources for genealogical searches (not asked library staff,[1]) assisting groups in planning and conducting

[1] Inadvertently omitted on the questionnaire.

programs, and answering informational questions as the three services deserving least priority. Library staff consider assisting groups in planning and conducting programs, maintaining archival collections on local history, and cooperating in adult basic educational programs as the three services deserving least priority.

Table B-6 Lowest Priority Services

| | Community Leaders | Library Staff |
|---|---|---|
| Answering Informational Questions | 37.8% | 10.3% |
| Providing Recreational Reading | 21.6% | 15.5% |
| Cooperating in Adult Basic Education Programs | 29.7% | 63.8% |
| Providing resources for genealogical Searches | 79.7% | not asked |
| Assisting Groups in Planning and Conduction Programs | 55.4% | 94.8% |
| Providing Audio Visual Services | 35.1% | 46.6% |
| Maintaining Archival Collections on local History | 23.0% | 55.2% |
| Providing resources for study & research | 9.5% | 5.2% |
| Other | 0. | 0. |

There is no consensus between the two groups concerning service priorities, except for a clear priority on recreational reading.

Priorities among Service Sites.--From among main libraries, books-by-mail, branch libraries, and bookmobiles, the two groups were asked to designate the two most effective and the two least effective.

Table B-7 Most Effective Outlets

| | Community Leaders | Library Staff |
|---|---|---|
| Main Library | 95.9% | 91.4% |
| Books-by-Mail | 1.4% | 15.5% |
| Branch Library | 50.0% | 58.5% |
| Bookmobile | 33.8% | 15.5% |

Table B-8 Least Effective Outlets

| | Community Leaders | Library Staff |
|---|---|---|
| Main Library | 2.7% | 3.4% |
| Books-by-Mail | 83.8% | 74.1% |
| Branch Library | 36.5% | 27.6% |
| Bookmobile | 48.6% | 77.6% |

There is, as might be expected, no real discrepancy between the two tables, although community leaders appear to view bookmobiles as more effective than does library staff. While both groups agree that books-by-mail is the least effective outlet for library services, the library staff, in the aggregate, appears to regard it as more effective than do the community leaders.

Table B-9 Experience With Service Points

| Service Points | Community Leaders | Library Staff | |
|---|---|---|---|
| | Have Used | Most Experience | Least Experience |
| Main Library | 98.6% | 67.2% | 3.4% |
| Books-by-Mail | 4.1% | 3.4% | 44.8% |
| Branch Library | 41.9% | 17.2% | 13.8% |
| Bookmobile | 27.0% | 6.9% | 31.0% |

Assessments of effectiveness of service points follow closely the pattern of experience with those service points.

Media Effectiveness.--Community leaders overwhelmingly get their information about library activities from personal contacts rather than through media. While the library staff regards personal contact as the most effective means of communication about library activities, they do place a fair amount of faith in newspapers and television.

Table B-10 Information Sources About Library Activities

| | Community Leaders Primary Source | Library Staff Perceived Most Effective Source |
|---|---|---|
| Newspapers | 14.9% | 27.6% |
| Personal Contact | 83.8% | 36.2% |
| Radio | 5.4% | 12.1% |
| Television | 2.7% | 22.4% |
| Family | 5.4% | 1.7% |
| Other | 4.1% | 5.2% |

Summary.--The data tend to reveal a substantial difference in priorities and perceptions between library staff and community leaders. Staff views adults as its primary clientele; community leaders give children and adolescents about the same or higher priority as adults. In times of financial austerity, library staff would first reduce service to young adults, whereas community leaders would institute economies in service to adults. There is greater correlation of priorities when special groups are defined by categories other than by age. There is little

agreement between the two groups concerning service priorities. Both groups would impose psychological barriers to the initiation of a books-by-mail program. It seems clear that administrators need first to enlist the enthusiasm of the library staff when new directions are anticipated. Unfamiliarity is often the key to resistance, which can be overcome by orientation meetings and visits to prototype installations. If the staff is not convinced about priorities, word-of-mouth communications between staff and the community may sabatoge even highly publicized programs. In like manner, after in-house support has been secured, community leaders need to be persuaded that the library's objectives are valid by all channels of information available.

# APPENDIX C

## DATA ANALYSIS

Bookmobile and Books-by-Mail use were measured on a scale consisting of the following elements: never, seldom, occasionally, frequently, very frequently. The responses to these scales were coded zero through four. The scale was assumed to be a ratio level one.

For each audience characteristic we statistically tested to determine whether the difference between bookmobile use and books-by-mail use among that audience characteristic was significant. We also tested to determine whether bookmobile use by each audience was significantly different from bookmobile use by people other than the specified audience. Books-by-mail use was investigated in a similar fashion.

The statistical procedures used were the T-test and simple regression. The T-test was used when the independent variable was measured at the nominal level. Simple regression was used when the independent variable was measured at the interval or ratio level. The significance level was $\leq .05$.

Adults use bookmobiles significantly more frequently than they use books-by-mail. The relationship between adult use of bookmobiles and books-by-mail is a statistically significant negative correlation (-.404). As bookmobile use increases books-by-mail use decreases.

A Comparison of Use of Bookmobiles and Books-by-Mail by Adults

| Variable | Number of Cases | Mean | Standard Deviation | Corr. | Prob. | T Value | Degrees of Freedom | Prob. |
|---|---|---|---|---|---|---|---|---|
| Bookmobiles | 365 | 2.1205 | 1.876 | -.404 | .000* | 7.86 | 364 | .000* |
| Books-by-Mail | | .9589 | 1.487 | | | | | |

*Significant

Young adults (adolescents) use bookmobiles statistically more frequently than they use books-by-mail. There is a significant inverse correlation between young adults.

A Comparison of Use of Bookmobiles and Books-by-Mail by Young Adults

| Variable | Number of Cases | Mean | Standard Deviation | Corr. | Prob. | T Value | Degrees of Freedom | Prob. |
|---|---|---|---|---|---|---|---|---|
| Bookmobiles | 56 | 1.8036 | 1.634 | -.304 | .023* | 4.82 | 55 | .000* |
| Books-by-Mail | | .4107 | 1.005 | | | | | |

*Significant

Children use bookmobiles more significantly frequently than books-by-mail. There was no significant correlation between the two use scores.

A Comparison of Use of Bookmobiles and Books-by-Mail by Children

| Variable | Number of Cases | Mean | Standard Deviation | Corr. | Prob. | T Value | Degrees of Freedom | Prob. |
|---|---|---|---|---|---|---|---|---|
| Bookmobiles | 102 | 2.3333 | 1.685 | -.056 | .575** | 12.18 | 101 | .000* |
| Books-by-Mail | | .1569 | .558 | | | | | |

*Significant
**Non significant

There was no statistically significant difference between males use of bookmobiles and books-by-mail. The correlation was not significant.

A Comparison of Use of Bookmobiles and Books-by-Mail by Males

| Variable | Number of Cases | Mean | Standard Deviation | Corr. | Prob. | T Value | Degrees of Freedom | Prob. |
|---|---|---|---|---|---|---|---|---|
| Bookmobiles | 54 | .7593 | 1.479 | -.155 | .263** | -.37 | 53 | .716** |
| Books-by-Mail | | .8704 | 1.454 | | | | | |

**Non significant

Women use bookmobiles significantly more frequently than they use bookmobiles. As bookmobile use increases there is a decrease in the use of books-by-mail. This inverse correlation was significant.

A Comparison of Use of Bookmobiles and Books-by-Mail by Females

| Variable | Number of Cases | Mean | Standard Deviation | Corr. | Prob. | T Value | Degrees of Freedom | Prob. |
|---|---|---|---|---|---|---|---|---|
| Bookmobiles | 311 | 2.3569 | 1.838 | -.470 | .000* | 8.52 | 310 | .000* |
| Books-by-Mail | | .9743 | 1.494 | | | | | |

*Significant

Females use bookmobiles significantly more frequently than males use bookmobiles.

USE OF BOOKMOBILES: Males Compared to Females

| Variable | Number of Cases | Mean | Standard Deviation | T Value | Degrees of Freedom | Prob. |
|---|---|---|---|---|---|---|
| Males | 54 | .7593 | 1.479 | -6.05 | 363 | .000* |
| Females | 311 | 2.3569 | 1.838 | | | |

*Significant

There is no significant difference between male and female use of books-by-mail.

USE OF BOOKS-BY-MAIL: Males Compared to Females

| Variable | Number of Cases | Mean | Standard Deviation | T Value | Degrees of Freedom | Prob. |
|---|---|---|---|---|---|---|
| Females | 54 | .8704 | 1.454 | -.47 | 363 | .636** |
| Males | 311 | .9743 | 1.494 | | | |

**Non significant

Housewives use bookmobiles significantly more frequently than they use books-by-mail. There is a significant inverse correlation between bookmobile and books-by-mail use among housewives.

A Comparison of Use of Bookmobiles and Books-by-Mail by Housewives

| Variable | Number of Cases | Mean | Standard Deviation | Corr. | Prob. | T Value | Degrees of Freedom | Prob. |
|---|---|---|---|---|---|---|---|---|
| Bookmobiles | 155 | 2.3484 | 1.902 | -.621 | .000* | 4.82 | 154 | .000* |
| Books-by-Mail | | 1.1161 | 1.628 | | | | | |

*Significant

Housewives are significantly more likely to use bookmobiles than are non-housewives.

USE OF BOOKMOBILES: Housewives Compared to Non-Housewives (Males + Women Who Are Not Housewives)

| Variable | Number of Cases | Mean | Standard Deviation | T Value | Degrees of Freedom | Prob. |
|---|---|---|---|---|---|---|
| Non Housewives | 184 | 1.8913 | 1.840 | -2.24 | 337 | .026* |
| Housewives | 155 | 2.3484 | 1.902 | | | |

*Significant

There is no significant difference in the use of books-by-mail by housewives and non-housewives.

USE OF BOOKS-BY-MAIL: Housewives Compared to Non-Housewives

| Variable | Number of Cases | Mean | Standard Deviation | T Value | Degrees of Freedom | Prob. |
|---|---|---|---|---|---|---|
| Non Housewives | 184 | .7989 | 1.326 | -1.94 | 296.34 | .053** |
| Housewives | 155 | 1.1161 | 1.628 | | | |

**Non significant

Married people use bookmobiles significantly more frequently than they use books-by-mail. There is a significant inverse correlation between their use of the two services.

A Comparison of Use of Bookmobiles and Books-by-Mail by Married People

| Variable | Number of Cases | Mean | Standard Deviation | Corr. | Prob. | T Value | Degrees of Freedom | Prob. |
|---|---|---|---|---|---|---|---|---|
| Bookmobiles | 241 | 2.2490 | 1.859 | -.271 | .000* | 10.15 | 240 | .000* |
| Books-by-Mail | | .6307 | 1.208 | | | | | |

*Significant

There is no significant difference between married people's and non-married people's use of bookmobiles.

USE OF BOOKMOBILES: Married Compared to Non-Married (Singles + Divorced + Married)

| Variable | Number of Cases | Mean | Standard Deviation | T Value | Degrees of Freedom | Prob. |
|---|---|---|---|---|---|---|
| Non Married | 124 | 1.8710 | 1.891 | -1.83 | 363 | .068** |
| Married | 241 | 2.2490 | 1.859 | | | |

**Non significant

Married people use books-by-mail significantly more frequently than do non-married people, but remember they use bookmobiles more frequently than they use books-by-mail.

USE OF BOOKS-BY-MAIL: Comparison of Married and Non-Married (Singles + Divorced + Widowed)

| Variable | Number of Cases | Mean | Standard Deviation | T Value | Degrees of Freedom | Prob. |
|---|---|---|---|---|---|---|
| Non Married | 124 | 1.5968 | 1.753 | 5.50 | 184.80 | .000* |
| Married | 241 | .6307 | 1.208 | | | |

*Significant

Single people use bookmobiles significantly more frequently than they use books-by-mail. The inverse correlation between the use of the two services is significant.

A Comparison of Use of Bookmobiles and Books-by-Mail by Single People

| Variable | Number of Cases | Mean | Standard Deviation | Corr. | Prob. | T Value | Degrees of Freedom | Prob. |
|---|---|---|---|---|---|---|---|---|
| Bookmobiles | 39 | 1.9744 | 1.857 | -.467 | .003* | 2.68 | 38 | .011* |
| Books-by-Mail | | .7949 | 1.341 | | | | | |

* Significant

Single people use bookmobiles less frequently than do non-singles, but not significantly so.

USE OF BOOKMOBILES: Comparison of Singles and Non-Singles (Married + Divorced + Widowed)

| Variable | Number of Cases | Mean | Standard Deviation | T Value | Degrees of Freedom | Prob. |
|---|---|---|---|---|---|---|
| Non Singles | 326 | 2.1380 | 1.880 | .51 | 363 | .607** |
| Singles | 39 | 1.9744 | 1.857 | | | |

**Non significant

Singles use books-by-mail less frequently than do non-singles, but not significantly so.

USE OF BOOKS-BY-MAIL: Comparison of Singles and Non-Singles (Married + Divorced + Widowed)

| Variable | Number of Cases | Mean | Standard Deviation | T Value | Degrees of Freedom | Prob. |
|---|---|---|---|---|---|---|
| Non Singles | 326 | .9785 | 1.504 | .73 | 363 | .467** |
| Widowed | 39 | .7949 | 1.341 | | | |

** Non significant

There is a significant inverse correlation between bookmobile use and books-by-mail use by divorced people. If a divorced person uses one frequently that person will use the other service infrequently. Divorced people do not tend, however, to use one service more frequently than the other however.

A Comparison of Use of Bookmobiles and Books-by-Mail by Divorced People

| Variable | Number of Cases | Mean | Standard Deviation | Corr. | Prob. | T Value | Degrees of Freedom | Prob. |
|---|---|---|---|---|---|---|---|---|
| Bookmobiles | 26 | 1.6923 | 1.850 | -.463 | .017* | .19 | 25 | .852** |
| Books-by-Mail | | 1.5769 | 1.793 | | | | | |

* Significant

** Non significant

Divorced people use bookmobiles less frequently than other people do, but not significantly so.

USE OF BOOKMOBILES: Comparison of Divorced and Non-Divorced (Singles + Widowed + Married)

| Variable | Number of Cases | Mean | Standard Deviation | T Value | Degrees of Freedom | Prob. |
|---|---|---|---|---|---|---|
| Not Divorced | 339 | 2.1534 | 1.876 | 1.21 | 363 | .228** |
| Divorced | 26 | 1.6923 | 1.850 | | | |

** Non significant

Divorced people use books-by-mail significantly more frequently than non-divorced people use that service.

USE OF BOOKS-BY-MAIL: Comparison of Divorced and Non-Divorced (Singles + Widowed + Married)

| Variable | Number of Cases | Mean | Standard Deviation | T Value | Degrees of Freedom | Prob. |
|---|---|---|---|---|---|---|
| Non Divorced | 339 | .9115 | 1.453 | -2.21 | 363 | .028* |
| Divorced | 26 | 1.5769 | 1.793 | | | |

* Significant

Widowed people use books-by-mail more frequently than they use bookmobiles, but the difference is not significant. There is, however, a significant inverse correlation between their use of the two services. This suggests that if their use of books-by-mail is fairly frequent, their use of bookmobiles will be less frequent. It also suggests that if their use of bookmobiles is fairly frequent, their use of books-by-mail will be less frequent.

A Comparison of Use of Bookmobiles and Books-by-Mail

by Widowed People

| Variable | Number of Cases | Mean | Standard Deviation | Corr. | Prob. | T Value | Degrees of Freedom | Prob. |
|---|---|---|---|---|---|---|---|---|
| Bookmobiles | 59 | 1.8814 | 1.957 | -.731 | .000* | -.56 | 58 | .578** |
| Books-by-Mail | | 2.1356 | 1.795 | | | | | |

*Significant

**Non significant

Widowed people use bookmobiles less frequently than non-widowed people do, but not significantly so.

USE OF BOOKMOBILES: A Comparison of the Widowed and Non-Widowed (Singles + Divorced + Married)

| Variable | Number of Cases | Mean | Standard Deviation | T Value | Degrees of Freedom | Prob. |
|---|---|---|---|---|---|---|
| Non Widowed | 306 | 2.1667 | 1.859 | 1.07 | 363 | .285** |
| Widowed | 59 | 1.8814 | 1.957 | | | |

**Non significant

Widowed people use books-by-mail significantly more frequently than non-widowed people use that service.

USE OF BOOKS-BY-MAIL: A Comparison of the Widowed and Non-Widowed (Singles + Divorced + Married)

| Variable | Number of Cases | Mean | Standard Deviation | T Value | Degrees of Freedom | Prob. |
|---|---|---|---|---|---|---|
| Non Widowed | 306 | .7320 | 1.306 | -5.72 | 70.30 | .000* |
| Widowed | 59 | 2.1356 | 1.795 | | | |

*Significant

White people use bookmobiles more frequently than they use books-by-mail. There is also a significant inverse correlation between their use of the two services.

A Comparison of Use of Bookmobiles and Books-by-Mail by White People

| Variable | Number of Cases | Mean | Standard Deviation | Corr. | Prob. | T Value | Degrees of Freedom | Prob. |
|---|---|---|---|---|---|---|---|---|
| Bookmobiles | 335 | 2.0507 | 1.884 | -.419 | .000* | 6.88 | 334 | .000* |
| Books-by-Mail | | .9791 | 1.493 | | | | | |

*Significant

White people use bookmobiles significantly less frequently than do non-whites. This does not imply that fewer whites use bookmobiles.

USE OF BOOKMOBILES: A Comparison of Whites and Non-Whites

| Variable | Number of Cases | Mean | Standard Deviation | T Value | Degrees of Freedom | Prob. |
|---|---|---|---|---|---|---|
| Non Whites | 19 | 3.2105 | 1.357 | 2.64 | 352 | .009* |
| Whites | 335 | 2.0507 | 1.884 | | | |

*Significant

There is no significant difference between white people and non-white people's use of books-by-mail.

USE OF BOOKS-BY-MAIL: A Comparison of Whites and Non-Whites

| Variable | Number of Cases | Mean | Standard Deviation | T Value | Degrees of Freedom | Prob. |
|---|---|---|---|---|---|---|
| Non Whites | 19 | .8421 | 1.500 | -.39 | 352 | .698** |
| Whites | 335 | .9791 | 1.493 | | | |

**Non significant

Black people use bookmobiles more frequently than they use books-by-mail. There is neither an inverse or positive correlation between their use of the two services. This implies that black people's frequency of use of one service would not be affected by their use of the other service.

A Comparison of Use of Bookmobiles and Books-by-Mail by Black People

| Variable | Number of Cases | Mean | Standard Deviation | Corr. | Prob. | T Value | Degrees of Freedom | Prob. |
|---|---|---|---|---|---|---|---|---|
| Bookmobiles | 18 | 3.3889 | 1.145 | -.041 | .871 | 5.45 | 17 | .000* |
| Books-by-Mail | | .8889 | 1.530 | | | | | |

*Significant

Blacks use bookmobiles significantly more frequently than do non-blacks. This does not imply that more blacks than non-blacks use bookmobiles.

USE OF BOOKMOBILES: Comparison of Blacks and Non-Blacks

| Variable | Number of Cases | Mean | Standard Deviation | T Value | Degrees of Freedom | Prob. |
|---|---|---|---|---|---|---|
| Non Blacks | 336 | 2.0446 | 1.885 | -4.66 | 22.27 | .000* |
| Blacks | 18 | 3.3889 | 1.145 | | | |

*Significant

There is no significant difference between black people's and non-black people's use of books-by-mail.

USE OF BOOKS-BY-MAIL: Comparison of Blacks and Non-Blacks

| Variable | Number of Cases | Mean | Standard Deviation | T Value | Degrees of Freedom | Prob. |
|---|---|---|---|---|---|---|
| Non Blacks | 336 | .9762 | 1.492 | .24 | 352 | .809** |
| Blacks | 18 | .8889 | 1.530 | | | |

**Non significant

Employed people use bookmobiles significantly more frequently than they use books-by-mail. There is no significant correlation between their use of the two services. Their use of one service is statistically unrelated to the use of the other service.

A Comparison of Use of Bookmobiles and Books-by-Mail by Employed People

| Variable | Number of Cases | Mean | Standard Deviation | Corr. | Prob. | T Value | Degrees of Freedom | Prob. |
|---|---|---|---|---|---|---|---|---|
| Bookmobiles | 165 | 2.1818 | 1.819 | -.068 | .383** | 9.16 | 164 | .000* |
| Books-by-Mail | | .5939 | 1.168 | | | | | |

*Significant
**Non significant

There is no significant difference in the use of bookmobiles between employed and non-employed people.

USE OF BOOKMOBILES: Comparison of Employed and Non-Employed

| Variable | Number of Cases | Mean | Standard Deviation | T Value | Degrees of Freedom | Prob. |
|---|---|---|---|---|---|---|
| Non Employed | 192 | 2.0573 | 1.926 | -.62 | 355 | .532** |
| Employed | 165 | 2.1818 | 1.819 | | | |

**Non significant

Employed people use books-by-mail less frequently than non-employed people do. The difference is statistically significant.

USE OF BOOKS-BY-MAIL: Comparison of Employed and Non-Employed

| Variable | Number of Cases | Mean | Standard Deviation | T Value | Degrees of Freedom | Prob. |
|---|---|---|---|---|---|---|
| Non Employed | 192 | 1.2917 | 1.653 | 4.65 | 342.73 | .000* |
| Employed | 165 | .5939 | 1.168 | | | |

*Significant

There is a statistically significant difference between the use of bookmobiles and books-by-mail by people who are employed full-time. They use bookmobiles more frequently. There is, however, a significant positive correlation between their use of the two services. The more frequently one uses bookmobiles the more frequently one uses books-by-mail. Bookmobiles will simply be used more frequently though.

A Comparison of Use of Bookmobiles and Books-by-Mail by Full-time Employed

| Variable | Number of Cases | Mean | Standard Deviation | Corr. | Prob. | T Value | Degrees of Freedom | Prob. |
|---|---|---|---|---|---|---|---|---|
| Bookmobiles | 124 | 2.2823 | 1.774 | .024 | .792** | 9.72 | 123 | .000* |
| Books-by-Mail | | .5000 | 1.055 | | | | | |

*Significant
**Non significant

There is no significant difference between the use of bookmobiles by these two groups.

USE OF BOOKMOBILES: Comparison of Full-time Employed and Non Full-time Employed (Non-employed + Part-time Employed)

| Variable | Number of Cases | Mean | Standard Deviation | T Value | Degrees of Freedom | Prob. |
|---|---|---|---|---|---|---|
| Non Full-time Employed | 234 | 2.0171 | 1.926 | -1.27 | 356 | .204** |
| Full-time Employed | 124 | 2.2823 | 1.774 | | | |

**Non significant

Full-time employed people will use books-by-mail significantly less frequently than will non full-time employees (includes non-employed).

USE OF BOOKS-BY-MAIL: Comparison of Full-time Employed and Non Full-time Employed (Non Employed + Part-time Employed)

| Variable | Number of Cases | Mean | Standard Deviation | T Value | Degrees of Freedom | Prob. |
|---|---|---|---|---|---|---|
| Non Full-time Employed | 234 | 1.2308 | 1.628 | 5.13 | 341.84 | .000* |
| Full-time Employed | 124 | .5000 | 1.055 | | | |

*Significant

Part-time employed people use bookmobiles significantly more frequently than they use books-by-mail. The correlation was inverse, but was not significant.

A Comparison of Use of Bookmobiles and Books-by-Mail by Part-time Employed

| Variable | Number of Cases | Mean | Standard Deviation | Corr. | Prob. | T Value | Degrees of Freedom | Prob. |
|---|---|---|---|---|---|---|---|---|
| Bookmobiles | 46 | 1.7174 | 1.893 | -.160 | .288** | 2.52 | 45 | .015* |
| Books-by-Mail | | .7826 | 1.381 | | | | | |

*Significant
**Non significant

There was no statistically significant difference in the use of bookmobiles between part-time employed people and all other people in the study.

USE OF BOOKMOBILES: Comparison of Part-time Employees and Non Part-time Employees (Full-time Employees + Non-Employed)

| Variable | Number of Cases | Mean | Standard Deviation | T Value | Degrees of Freedom | Prob. |
|---|---|---|---|---|---|---|
| Part-time Employees | 312 | 2.1667 | 1.870 | 1.52 | 356 | .130** |
| Non Part-time Employees | 46 | 1.7174 | 1.893 | | | |

** Non significant

There was no significant difference in the use of books-by-mail between part-time employed people and all other people in the study.

USE OF BOOKS-BY-MAIL: Comparison of Part-time Employed and Non Part-time Employed (Full-time Employed + Non-Employed)

| Variable | Number of Cases | Mean | Standard Deviation | T Value | Degrees of Freedom | Prob. |
|---|---|---|---|---|---|---|
| Non Part-time Employed | 312 | 1.0064 | 1.511 | .95 | 356 | .344** |
| Part-time Employed | 46 | .7826 | 1.381 | | | |

** Non significant

Students use bookmobiles significantly more frequently than they use books-by-mail. The correlation between their use of the two services was not significant.

A Comparison of Use of Bookmobiles and Books-by-Mail by Students

| Variable | Number of Cases | Mean | Standard Deviation | Corr. | Prob. | T Value | Degrees of Freedom | Prob. |
|---|---|---|---|---|---|---|---|---|
| Bookmobiles | 36 | 1.6944 | 1.770 | -.202 | .238** | 3.44 | 35 | .002* |
| Books-by-Mail | | .4444 | .969 | | | | | |

*Significant
**Non significant

The difference between students' and non-students' use of bookmobiles was not significant.

USE OF BOOKMOBILES: Comparison of Students and Non-Students

| Variable | Number of Cases | Mean | Standard Deviation | T Value | Degrees of Freedom | Prob. |
|---|---|---|---|---|---|---|
| Non Students | 306 | 2.1830 | 1.885 | 1.48 | 340 | .140** |
| Students | 36 | 1.6944 | 1.770 | | | |

**Non significant

Students use books-by-mail significantly less frequently than do non-students.

USE OF BOOKS-BY-MAIL: Comparison of Students and Non-Students

| Variable | Number of Cases | Mean | Standard Deviation | T Value | Degrees of Freedom | Prob. |
|---|---|---|---|---|---|---|
| Non Students | 306 | 1.0033 | 1.514 | 3.05 | 57.42 | .003* |
| Students | 36 | .4444 | .969 | | | |

*Significant

There is no statistically significant difference between full-time students' use of bookmobiles and books-by-mail. The correlation between their use of the two services is also not significant. Note that their scores on both services is low.

A Comparison of Use of Bookmobiles and Books-by-Mail by Full-time Students

| Variable | Number of Cases | Mean | Standard Deviation | Corr. | Prob. | T Value | Degrees of Freedom | Prob. |
|---|---|---|---|---|---|---|---|---|
| Bookmobiles | 14 | .8571 | 1.562 | -.100 | .734** | .25 | 13 | .804** |
| Books-by-Mail | | .7143 | 1.267 | | | | | |

**Non significant

Full-time students use bookmobiles much less frequently than do non full-time students (including non-students). The difference is statistically significant.

USE OF BOOKMOBILES: Comparison of Full-time Students and Non Full-time Students (Part-time Students + Non Students)

| Variable | Number of Cases | Mean | Standard Deviation | T Value | Degrees of Freedom | Prob. |
|---|---|---|---|---|---|---|
| Non Full-time Students | 326 | 2.1963 | 1.872 | 2.64 | 338 | .009* |
| Full-time Students | 14 | .8571 | 1.562 | | | |

*Significant

There is no significant difference in the use of books-by-mail between full-time students and people who are not full-time students.

USE OF BOOKS-BY-MAIL: Comparison of Full-time Students and Non Full-time Students (Part-time Students + Non-Students)

| Variable | Number of Cases | Mean | Standard Deviation | T Value | Degrees of Freedom | Prob. |
|---|---|---|---|---|---|---|
| Non Full-time Students | 326 | .9693 | 1.496 | .63 | 338 | .530** |
| Full-time Students | 14 | .7143 | 1.267 | | | |

**Non significant

People who are part-time students use bookmobiles significantly more frequently than they use books-by-mail. The correlation coefficient was not significant.

A Comparison of Use of Bookmobiles and Books-by-Mail by Part-time Students

| Variable | Number of Cases | Mean | Standard Deviation | Corr. | Prob. | T Value | Degrees of Freedom | Prob. |
|---|---|---|---|---|---|---|---|---|
| Bookmobiles | 18 | 2.667 | 1.572 | .309 | .213** | 7.21 | 17 | .000* |
| Books-by-Mail | | .1111 | .323 | | | | | |

*Significant
**Non significant

There was no statistically significant difference in the use of bookmobiles by part-time students and people who are not part-time students.

USE OF BOOKMOBILES: Comparison of Part-time Students and Non Part-time Students (Full-time students + Non-students)

| Variable | Number of Cases | Mean | Standard Deviation | T Value | Degrees of Freedom | Prob. |
|---|---|---|---|---|---|---|
| Non Part-time Students | 322 | 2.1118 | 1.891 | -1.22 | 338 | .223** |
| Part-time Students | 18 | 2.6667 | 1.572 | | | |

**Non significant

Part-time students use books-by-mail significantly less frequently than do people who are not part-time students.

USE OF BOOKS-BY-MAIL: Comparison of Part-time Students and Non Part-time Students (Full-time students + Non-students)

| Variable | Number of Cases | Mean | Standard Deviation | T Value | Degrees of Freedom | Prob. |
|---|---|---|---|---|---|---|
| Non Part-time Students | 322 | 1.0062 | 1.512 | 7.88 | 77.80 | .000* |
| Part-time Students | 18 | .1111 | .323 | | | |

*Significant

The greater use of books-by-mail than bookmobiles by retired people was not statistically significant. There was, however, a significant inverse correlation between their use of the two services. As their use of books-by-mail increases, their use of bookmobiles decreases.

A Comparison of Use of Bookmobiles and Books-by-Mail by Retired People

| Variable | Number of Cases | Mean | Standard Deviation | Corr. | Prob. | T Value | Degrees of Freedom | Prob. |
|---|---|---|---|---|---|---|---|---|
| Bookmobiles | 100 | 1.5500 | 1.893 | -.580 | .000* | -1.47 | 99 | .144** |
| Books-by-Mail | | 2.0200 | 1.694 | | | | | |

*Significant
**Non significant

Retired people use bookmobiles significantly more frequently than non-retired people use them.

USE OF BOOKMOBILES: Comparison of Retired and Non-Retired

| Variable | Number of Cases | Mean | Standard Deviation | T Value | Degrees of Freedom | Prob. |
|---|---|---|---|---|---|---|
| Not Retired | 241 | 2.2988 | 1.826 | 3.41 | 339 | .001* |
| Retired | 100 | 1.5500 | 1.893 | | | |

*Significant

Retired people use books-by-mail significantly more frequently than do non-retired people.

USE OF BOOKS-BY-MAIL: Comparison of Retired and Non-Retired

| Variable | Number of Cases | Mean | Standard Deviation | T Value | Degrees of Freedom | Prob. |
|---|---|---|---|---|---|---|
| Not Retired | 241 | .5311 | 1.118 | -8.09 | 136.21 | .000* |
| Retired | 100 | 2.0200 | 1.694 | | | |

*Significant

People who prefer morning library hours use bookmobiles significantly more frequently than they use books-by-mail. There is a significant inverse correlation between their use of the two services.

A Comparison of Use of Bookmobiles and Books-by-Mail by People who Prefer Morning Library Hours

| Variable | Number of Cases | Mean | Standard Deviation | Corr. | Prob. | T Value | Degrees of Freedom | Prob. |
|---|---|---|---|---|---|---|---|---|
| Bookmobiles | 97 | 2.3196 | 1.907 | -.441 | .000* | 5.05 | 96 | .000* |
| Books-by-Mail | | .8351 | 1.498 | | | | | |

*Significant

People who prefer morning library hours are not significantly different in their use of bookmobiles than are all other people.

USE OF BOOKMOBILES: Comparison of People Who Prefer Morning Library With Those Who Don't

| Variable | Number of Cases | Mean | Standard Deviation | T Value | Degrees of Freedom | Prob. |
|---|---|---|---|---|---|---|
| Do Not Prefer Morning Hours | 212 | 2.1415 | 1.837 | -.78 | 307 | .435** |
| Prefer Morning Hours | 97 | 2.3196 | 1.907 | | | |

**Non significant

People who prefer morning library hours are not significantly different in their use of bookmobiles from all other people.

USE OF BOOKS-BY-MAIL: Comparison of People Who Prefer Morning Library Hours With Those Who Don't

| Variable | Number of Cases | Mean | Standard Deviation | T Value | Degrees of Freedom | Prob. |
|---|---|---|---|---|---|---|
| Do Not Prefer Morning Hours | 212 | .7689 | 1.295 | -.40 | 307 | .692** |
| Prefer Morning Hours | 97 | .8351 | 1.498 | | | |

**Non significant

People who prefer afternoon library hours use bookmobiles more frequently than they use books-by-mail. The difference was statistically significant. There is also a significant inverse correlation between their use of the two services.

A Comparison of Use of Bookmobiles and Books-by-Mail by People who Prefer Afternoon Library Hours

| Variable | Number of Cases | Mean | Standard Deviation | Corr. | Prob. | T Value | Degrees of Freedom | Prob. |
|---|---|---|---|---|---|---|---|---|
| Bookmobiles | 116 | 2.5000 | 1.786 | -.308 | .001* | 6.55 | 115 | .000* |
| Books-by-Mail | | .9052 | 1.445 | | | | | |

*Significant

People who prefer afternoon library hours use bookmobiles significantly more frequently than people who do not. This finding is possibly a function of the scheduling of bookmobiles.

USE OF BOOKMOBILES: Comparison of People Who Prefer Afternoon Library Hours With Those Who Don't

| Variable | Number of Cases | Mean | Standard Deviation | T Value | Degrees of Freedom | Prob. |
|---|---|---|---|---|---|---|
| Do Not Prefer Afternoon Hours | 193 | 2.0155 | 1.880 | -2.23 | 307 | .026* |
| Prefer Afternoon Hours | 116 | 2.5000 | 1.786 | | | |

*Significant

There is no significant difference in the use of books-by-mail between people who prefer afternoon library hours and those who don't.

USE OF BOOKS-BY-MAIL: Comparison of People Who Prefer Afternoon Library Hours With Those Who Don't

| Variable | Number of Cases | Mean | Standard Deviation | T Value | Degrees of Freedom | Prob. |
|---|---|---|---|---|---|---|
| Do Not Prefer Afternoon Hours | 193 | .7202 | 1.305 | -1.16 | 307 | .247** |
| Prefer Afternoon Hours | 116 | .9052 | 1.445 | | | |

**Non significant

People who prefer evening library hours use bookmobiles significantly more frequently than they use books-by-mail. There was also a significant inverse correlation between the two services.

A Comparison of Use of Bookmobiles and Books-by-Mail by People who Prefer Evening Library Hours

| Variable | Number of Cases | Mean | Standard Deviation | Corr. | Prob. | T Value | Degrees of Freedom | Prob. |
|---|---|---|---|---|---|---|---|---|
| Bookmobiles | 116 | 2.0431 | 1.839 | -.220 | .018* | 6.51 | 115 | .000* |
| Books-by-Mail | | .6121 | 1.140 | | | | | |

*Significant

People who prefer evening library hours do not use bookmobiles significantly differently than do people who do not prefer them.

USE OF BOOKMOBILES: Comparison of People Who Prefer Evening Library Hours With Those Who Don't

| Variable | Number of Cases | Mean | Standard Deviation | T Value | Degrees of Freedom | Prob. |
|---|---|---|---|---|---|---|
| Do Not Prefer Evening Hours | 193 | 2.2902 | 1.868 | 1.13 | 307 | .258** |
| Prefer Evening Hours | 116 | 2.0431 | 1.839 | | | |

**Non significant

There is no significant difference in the use of books-by-mail between people who prefer evening library hours and those who do not.

USE OF BOOKS-BY-MAIL: Comparison of People Who Prefer Evening Library Hours With Those Who Don't

| Variable | Number of Cases | Mean | Standard Deviation | T Value | Degrees of Freedom | Prob. |
|---|---|---|---|---|---|---|
| Do Not Prefer Evening Hours | 193 | .8964 | 1.468 | 1.90 | 287.43 | .058** |
| Prefer Evening Hours | 116 | .6121 | 1.140 | | | |

**Non significant

Use and Age

| | Correlation | $R^2$ | F Ratio |
|---|---|---|---|
| Bookmobile Use | .09401 | .00884 | 3.19215 |
| Books-by-Mail Use | .42665 | .18203 | 79.66753* |
| Delivery System Comparison | .28704 | .08239 | 32.14358 |

*Significant at the .01 level

Education and Use

| | Correlation | $R^2$ | F Ratio |
|---|---|---|---|
| Bookmobile Use | .00914 | .00008 | .02919 |
| Books-by-Mail Use | .10877 | .01183 | 4.17876* |
| Delivery System Comparison | .06264 | .00392 | 1.37458 |

*Significant at the .05 level

Income and Use

| | Correlation | $R^2$ | F Ratio |
|---|---|---|---|
| Bookmobile Use | .12455 | .01551 | 4.14385** |
| Books-by-Mail Use | .27810 | .07734 | 22.04564* |
| Delivery System Comparison | .23341 | .05448 | 15.15381 |

*Significant at the .01 level

**Significant at the .05 level

Age is significantly related to the frequency of books-by-mail use and to the delivery system comparison but not to bookmobile use. As age increases books-by-mail use increases. Age accounts for 18.2% of the variance in books-by-mail use. As age increases the difference between bookmobile use and books-by-mail use increases. Age accounts for 8.2% of the variance in the delivery system comparison.

Education is significantly related to the frequency of books-by-mail use but is not related to bookmobile use or the delivery system comparison. As education increases there is a slight increase in the frequency of books-by-mail use. Approximately 1.2% of the variance in books-by-mail use is accounted for by education.

Income is significantly related to all three variables. The correlations are positive. 1.2%, 7.7%, and 5.4% of the variance in bookmobile use, books-by-mail use, and the delivery system comparison are accounted for by income.

Use and Distance from Home to Nearest Public Library

| | Correlation | $R^2$ | F Ratio |
|---|---|---|---|
| Bookmobile Use | .02878 | .00083 | .25775 |
| Books-by-Mail Use | .08301 | .00689 | 2.15787 |
| Delivery System Comparison | .06323 | .00400 | 1.24826 |

Use and Distance from Work to Nearest Public Library

| | Correlation | $R^2$, | F Ratio |
|---|---|---|---|
| Bookmobile Use | .15893 | .02526 | 3.62772 |
| Books-by-Mail Use | .14731 | .02170 | 3.10525 |
| Delivery System Comparison | .21326 | .04548 | 6.67042* |

*Significant at the .05 level

As the distance between work and the nearest public library increases the difference between bookmobile use and books-by-mail use increases.

As the distance between work and the nearest public library increases the greater the difference between bookmobile use and books-by-mail use becomes. Accessibility to a public library from home and work does not significantly affect use of books-by-mail or bookmobiles as separate variables.

Summary of Findings.--We generally found people used bookmobiles significantly more frequently than they used books-by-mail. The following audiences are those for which these results were found.

Adults
Young Adults (Adolescents)
Children
Females
Housewives
Married People
Single People
Blacks
Whites
Employed People
Full-time employed people
Part-time employed people
Students
Part-time students
People who prefer morning library hours
People who prefer afternoon library hours
People who prefer evening library hours

No group used books-by-mail significantly more frequently than they used bookmobiles, although, there was no significant difference between the use of the two services by the following groups: divorced, widowed, retired, and full-time students. It is also true, however, that divorced people used books-by-mail significantly more frequently than non-divorced people used that service. The same result was found for the widowed and retired. Full-time students used bookmobiles significantly less frequently than non full-time students.

THE UNIVERSITY OF ALABAMA
UNIVERSITY, ALABAMA 35486

GRADUATE SCHOOL OF LIBRARY SERVICE
P. O. BOX 6242
TELEPHONE 348-6510

Dear Colleague:

The Alabama Public Library Service has recently contracted with the Graduate School of Library Service to develop guidelines for public libraries in Alabama which are considering various strategies for extending their services. The study is being supported by Library and Construction Act Funds.

We are currently attempting to develop a sample base of public library agencies which have or had such services as bookmobiles, books-by-mail, depository collections, portable library buildings, or library kiosks. If your library has or had any of these services, we solicit your participation in the study. Since the sample base will likely be small, it is important to obtain the assistance of as many agencies as possible.

Data will be collected primarily by questionnaires and by on-site interviews. Questionnaires will be distributed from bookmobiles or sent to users of books-by-mail services. Interviews will be conducted with directors, bookmobile and books-by-mail staffs, users of these services (both children and adult) and with individuals in the community involved in funding or administering library programs.

All information gathered will be treated confidentially, and the responses provided will be used for statistical purposes only. If your library is willing to participate in this effort, please check the appropriate box and return the attached agreement form in the envelope provided as soon as possible.

Thanking you in advance for your cooperation.

Sincerely,

James Benson

Alex Boyd

---

[ ] I agree to participate

[ ] I do not agree to participate

_____ Signed

_____ Library

_____

Return to:
ELSIA
Graduate School of Library Service
P. O. Box 6242
University, AL 35486

EXTENDING LIBRARY SERVICES IN ALABAMA
Part I
General Survey

This part is to be completed by an adult (18 years or older) member of the household.

1. What is your age? years_____

2. What is your sex? male_____ female_____
   If female, are you a full-time housewife? yes_____ no_____

3. a. Are you married? _____
      single? _____
      divorced? _____
      widowed? _____
   b. What is your racial group?
      White_____ American Indian_____
      Black_____ Other (specify)_____
      Oriental_____

4. Are you employed? No_____ Yes_____ (full-time___ part-time___)

5. Are you a student? No_____ Yes_____ (full-time___ part-time___)

6. Are you retired? No_____ Yes_____ Semi-retired_____

7. What was your approximate household income in 1978 (before taxes)? _____

8. How many years of schooling have you had? _____

9. From home, how long does it take you to get to the closest public library (main or branch)? minutes_____ don't know_____

10. If you work, how long does it take you to get to the closest public library (main or branch) from work? minutes_____ don't work_____ don't know_____

11. What hours of the day would you prefer to use library services?
    9 A.M.-12 Noon_____ 12 Noon-4 P.M._____ 4 P.M.-9 P.M._____
    Other (please specify)_____

12. During the past year, how frequently have you used the following types of library?
    Main public library
    very frequently___ frequently___ occasionally___ seldom___ never___
    Branch public library
    very frequently___ frequently___ occasionally___ seldom___ never___
    College library
    very frequently___ frequently___ occasionally___ seldom___ never___
    School library
    very frequently___ frequently___ occasionally___ seldom___ never___
    Church library
    very frequently___ frequently___ occasionally___ seldom___ never___

13. Which type of library do you prefer to use? _____

Why? _____

_____

14. During the past year, how frequently have you used the following types of library delivery services?

Bookmobile
very frequently___ frequently___ occasionally___ seldom___ never___

Books-by-Mail
very frequently___ frequently___ occasionally___ seldom___ never___

Depository Collections (Public library materials available in nursing homes, hospitals, schools, etc.)
very frequently___ frequently___ occasionally___ seldom___ never___

Other (please describe) _____
very frequently___ frequently___ occasionally___ seldom___ never___

15. Which type of library delivery service (bookmobile, books-by-mail, depository collections, or other) do you prefer to use? _____

Why? _____

_____

The remainder of this questionnaire is divided into two sections: 1. Bookmobile, and 2. Books-by-Mail. If you have used either Bookmobile, Books-by-Mail, or both during the past year, please complete the following sections that correspond to the library delivery systems you have used.

## Section 1: Bookmobile

16. How do you usually go to the Bookmobile? by car___ by bicycle___ by walking___ other (please describe) _____

_____

17. How long does it usually take you to get to the bookmobile? _____minutes

18. How many times per month do you usually go to the bookmobile? _____times?

19. Would you like the bookmobile to come more often? Yes_____ No_____

20. Would you like the bookmobile to stop nearer your home? Yes___ No___

21. If you are employed outside the home, would you like the bookmobile to stop nearer where you work? Yes___ No___ not employed outside the home___

22. Do you usually go with someone to the bookmobile?

a. Yes_____ No_____

b. If yes, with whom? Child___ Spouse___ Relative___ Friend___ Other___

23. When was the last time you used the bookmobile?

| Last time | Time before that |
|---|---|
| today_____, or (in numbers) | |
| _____days ago, or | _____days ago, or |
| _____weeks ago, or | _____weeks ago, or |
| _____months ago | _____months ago |

24. About how many books did you check out the last time you went to the bookmobile? _____

25. Do you borrow fiction from the bookmobile?
always___ frequently___ occasionally___ seldom___ never___

26. What types of fiction do you prefer? (check 3)

_____westerns
_____science fiction
_____historical fiction
_____best sellers
_____romance
_____mysteries
_____from movies and television
_____war stories
_____classics
_____short stories
_____poetry
_____sports stories
_____adventure stories
_____other (please describe)_ ____

_____

27. Do you borrow non-fiction from the bookmobile?
always___ frequently___ occasionally___ seldom___ never___

28. What types of non-fiction do you prefer? (check 3)

_____genealogy
_____sports
_____hobbies and crafts
_____environment and ecology
_____travel
_____war books (Civil, WW II, etc.)
_____other (please describe)_____
_____biography and autobiography
_____history
_____self-improvement
_____religious and inspirational
_____current events
_____personal problems

29. Which of the following two book formats do you prefer?
paperbacks_____ hard-cover_____

30. Do you have trouble locating the books you want on the bookmobile?
always___ frequently___ occasionally___ seldom___ never___

31. Is there someone on the bookmobile who will help you find the books you want?
always___ frequently___ occasionally___ seldom___ never___

32. Do you ask for help?
always___ frequently___ occasionally___ seldom___ never___

33. Are there enough books for you to choose from on the bookmobile?
always___ frequently___ occasionally___ seldom___ never___

34. Do you request books that are not on the bookmobile?

always___ frequently___ occasionally___ seldom___ never___

35. How frequently have you borrowed any of the following types of materials (other than books) from the bookmobile during the past year?

records or tapes (not available___)
very frequently___ frequently___ occasionally___ seldom___ never___
magazines (not available___)
very frequently___ frequently___ occasionally___ seldom___ never___
films or filmstrips (not available___)
very frequently___ frequently___ occasionally___ seldom___ never___
art prints (not available___)
very frequently___ frequently___ occasionally___ seldom___ never___
Other audio visual materials (please describe_____)
very frequently___ frequently___ occasionally___ seldom___ never___

36. a. How frequently do you ask reference or informational questions of the bookmobile staff?
very frequently___ frequently___ occasionally___ seldom___ never___

b. Are such questions answered to your satisfaction?
always___ frequently___ occasionally___ seldom___ never___

37. Have you or any members of your household attended programs such as film showings, informational programs, story hours etc. at bookmobile stops?
very frequently___ frequently___ occasionally___ seldom___ never___
(not available___)

38. How satisfied are you by the services provided by the bookmobile?
very satisfied___ moderately satisfied___ indifferent___
moderately dissatisfied___ very dissatisfied___

39. Did the books you borrowed from the bookmobile during the past year satisfy your needs or meet your expectations?
always___ frequently___ occasionally___ seldom___ never___

40. Finally, are there other comments you want to make about the bookmobile. For example, how might it be improved? How has it best served you in the past?

_____

_____

_____

Section 2: Books-by-Mail

41. When was the last time you received a books-by-mail catalog? When was the time before that?

| Last time | Time before that |
|---|---|
| today_____, or (in numbers) | |
| _____days ago, or | _____days ago, or |
| _____weeks ago, or | _____weeks ago, or |
| _____months ago | _____months ago |

42. Would you like catalogs to come more frequently? yes___ no___

43. When was the last time you requested books-by-mail? When was the time before that

| Last time | Time before that |
|---|---|
| today_____, or (in numbers) | |
| _____days ago, or | _____days ago, or |
| _____weeks ago, or | _____weeks ago, or |
| _____months ago | _____months ago |

44. Are the instructions on how to use books-by-mail understandable?
always___ frequently___ occasionally___ seldom___ never___

45. Are the catalogs usually legible (printed clearly)?
always___ frequently___ occasionally___ seldom___ never___

46. Are the catalogs usually designed attractively?
always___ frequently___ occasionally___ seldom___ never___

47. If there are descriptions or annotations of the books in the catalog, are they understandable?
always___ frequently___ occasionally___ seldom___ never___
(no descriptions___)

48. If there are descriptions or annotations of the books in the catalog, do they accurately reflect the content of the books?
always___ frequently___ occasionally___ seldom___ never___

49. Do you borrow fiction through books-by-mail?
always___ frequently___ occasionally___ seldom___ never___.

50. What types of fiction do you prefer? (check 3)

_____westerns
_____science fiction
_____historical fiction
_____best sellers
_____romance
_____mysteries
_____from movies and television
_____war stories
_____classics
_____short stories
_____poetry
_____sports stories
_____adventure stories
_____other (please describe_____

_____

51. Do you borrow non-fiction from books-by-mail?
always___ frequently___ occasionally___ seldom___ never___

52. What types of non-fiction do you prefer? (check 3)

_____genealogy
_____sports
_____hobbies and crafts
_____environment and ecology
_____travel
_____war books (Civil, WW II, etc.)
_____other (please describe)_____

_____biography and autobiography
_____history
_____self-improvement
_____religious and inspirational
_____current events
_____personal problems

53. Which of the following two book formats do you prefer?
paperback_____ hardcover_____

54. Are there enough books to choose from in the books-by-mail catalog?
always___ frequently___ occasionally___ seldom___ never___

55. Do you request books which are not in the books-by-mail catalog?
always___ frequently___ occasionally___ seldom___ never___

56. Do you make books-by-mail requests by telephone?
always___ frequently___ occasionally___ seldom___ never___

57. Do you usually receive the books you requested?
always___ frequently___ occasionally___ seldom___ never___

58. Are your books-by-mail requests filled promptly?
always___ frequently___ occasionally___ seldom___ never___

59. How frequently have you borrowed any of the following types of materials through books-by-mail during the past year?

records or tapes (not available___)
very frequently___ frequently___ occasionally___ seldom___ never___
magazines
very frequently___ frequently___ occasionally___ seldom___ never___
films or filmstrips (not available___)
very frequently___ frequently___ occasionally___ seldom___ never___
art prints (not available___)
very frequently___ frequently___ occasionally___ seldom___ never___
Other audio visual materials (please describe_____)
very frequently___ frequently___ occasionally___ seldom___ never___

60. a. How frequently do you telephone or write the public library to ask reference or informational questions of the staff?
very frequently___ frequently___ occasionally___ seldom___ never___

b. If you do, how often are such questions answered to your satisfaction?
very frequently___ frequently___ occasionally___ seldom___ never___

61. Have you or any members of your household attended programs announced in the books-by-mail catalog?
very frequently___ frequently___ occasionally___ seldom___ never___
(no such announcements___)

62. How satisfied are you by the services provided through books-by-mail?
very satisfied___ moderately satisfied___ indifferent___
moderately dissatisfied___ very dissatisfied___

63. Did the books you borrowed through books-by-mail during the past year satisfy your needs or meet your expectations?
always___ frequently___ occasionally___ seldom___ never___

64. Please comment on the quality of books-by-mail service. How might it be improved? How has it best served you in the past?

_____

_____

_____

_____

EXTENDING LIBRARY SERVICES IN ALABAMA
Part I
Supplemental Survey
(Optional)

1. On a typical day, about how much time do you spend (use fractions when appropriate)

a. watching television? _____ hour(s)
b. listening to radio? _____ hour(s)
c. listening to records? _____ hour(s)
d. conversing with friends or relatives? _____ hour(s)
e. working on hobbies? _____ hour(s)
f. reading daily newspapers? _____ hour(s)
g. reading magazines? _____ hour(s)
h. reading books? _____ hour(s)

2. On a typical Sunday, about how many hour(s) do you spend reading Sunday newspapers? _____

3. About how many books does your household own? _____

4. About how many books did you buy last year? _____

5. Of these, about how many books did your household buy from book clubs last year? _____

6. How many subscriptions to magazines does your household have? _____

7. How many magazines does your household buy <u>from stores</u> each month? _____

8. What kinds of magazines does your household read most frequently?

News magazines
very frequently___ frequently___ occasionally___ seldom___ never___
Fashion magazines
very frequently___ frequently___ occasionally___ seldom___ never___
Craft, hobby, home, garden, etc. magazines
very frequently___ frequently___ occasionally___ seldom___ never___
Confidential or movie magazines
very frequently___ frequently___ occasionally___ seldom___ never___
Sports magazines
very frequently___ frequently___ occasionally___ seldom___ never___
Religious magazines
very frequently___ frequently___ occasionally___ seldom___ never___
Popular science or mechanics magazines
very frequently___ frequently___ occasionally___ seldom___ never___
Professional or trade magazines
very frequently___ frequently___ occasionally___ seldom___ never___
Literary magazines
very frequently___ frequently___ occasionally___ seldom___ never___
Scholarly or scientific magazines
very frequently___ frequently___ occasionally___ seldom___ never___

9. When you read, what do you spend most of your time reading?
newspapers_____ magazines_____ books_____

10. How important are the following considerations in determining what you read

a. work? very___ somewhat___ not at all___
b. school? very___ somewhat___ not at all___
c. home? very___ somewhat___ not at all___
d. current events? very___ somewhat___ not at all___
e. recreation or entertainment? very___ somewhat___ not at all___
f. cultural improvement? very___ somewhat___ not at all___

11. About how many books (from all sources) did you read in the last 12 months? _____

12. About how long ago did you read your last book? _____

13. What kind of book did you read last? fiction_____ non-fiction_____

We appreciate your cooperation in completing this questionnaire.

EXTENDING LIBRARY SERVICES IN ALABAMA
Part II
Children's Use of Library Services

Are there any children 6-12 years of age in your household? yes___ no___

If the answer is "no," do not complete the remainder of this questionnaire, but please return it in the same envelope with the others.

If the answer is "yes," please complete the remainder of this questionnaire with one child in this age group (6-12).

1. What is your child's age? _____years

2. What is your child's sex? male_____ female_____

3. What grade is your child in at school? grade_____

4. During the past year, how often has your child used the following types of libraries?

Main public library
very frequently___ frequently___ occasionally___ seldom___ never___

Branch public library
very frequently___ frequently___ occasionally___ seldom___ never___

School library
very frequently___ frequently___ occasionally___ seldom___ never___

Church library
very frequently___ frequently___ occasionally___ seldom___ never___

5. Which type of library does your child prefer to use?_____

Why?_____

6. During the past year, how often has your child used the following types of library delivery services?

Bookmobile
very frequently___ frequently___ occasionally___ seldom___ never___

Books-by-Mail
very frequently___ frequently___ occasionally___ seldom___ never___

Depository Collections (Public library materials available in nursing homes, hospitals, schools, etc.)
very frequently___ frequently___ occasionally___ seldom___ never___

Other (please describe)_____
very frequently___ frequently___ occasionally___ seldom___ never___

7. Which type of library delivery service (bookmobile, books-by-mail, depository collections, or other) does your child prefer to use?_____

Why?_____

The remainder of this questionnaire is divided into two sections: 1. Bookmobile, and 2. Books-by-Mail. If your child has used either Bookmobile, Books-by-Mail, or both during the past year, please complete the following sections that correspond to the library delivery services your child has used.

Section 1: Bookmobile

8. How does your child usually go to the bookmobile

| during the school year? | during the summer? |
|---|---|
| ____by car | ____by car |
| ____by bicycle | ____by bicycle |
| ____by walking | ____by walking |
| ____other (please describe) _____ | ____other (please describe)_____ |
| _____ | _____ |

9. How long does it usually take your child to get to the bookmobile
   during the school year? ____minutes
   during the summer? ____minutes

10. How many times per month does your child usually go to the bookmobile?
    during the school year? ____times
    during the summer? ____times

11. Would your child like the bookmobile to come more often
    during the school year? yes___ no___
    during the summer? yes___ no___

12. Would your child like the bookmobile to stop nearer to your home
    during the school year? yes___ no___
    during the summer? yes___ no___

13. a. Does your child usually go with someone to the bookmobile
       during the school year? yes___ no___
       during the summer? yes___ no

    b. If yes, usually with whom does your child go to the bookmobile (check as many as apply)

| during the school year? | durimg the summers? |
|---|---|
| ____teacher | ____teacher |
| ____mother | ____mother |
| ____father | ____father |
| ____brother | ____brother |
| ____sister | ____sister |
| ____friend | ____friend |

14. About how many books did your child check out the last time he/she went to the bookmobile? ____

15. Does your child borrow fiction from the bookmobile?
    always___ frequently___ occasionally___ seldom___ never___

16. What types of fiction does your child prefer? (check 3)

| | |
|---|---|
| ____animal stories | ____poetry |
| ____adventure stories | ____funny stories |
| ____mystery stories | ____fantasy |
| ____sports stories | ____realistic fiction |
| ____fairy tales & fables | ____other (please describe)_____ |
| ____picture story books | _____ |

17. Does your child borrow non-fiction from the bookmobile?
always___ frequently___ occasionally___ seldom___ never___

18. What types of non-fiction does your child prefer? (check 3)

_____animals
_____sports
_____picture books
_____biography
_____history
_____science
_____social studies
_____art
_____religion
_____problems from real life
_____current events
_____concept books (ABC, counting books, etc.)
_____informational books (science, history, social studies, art)
_____other (please describe)_____
_____

19. Which of the following two book formats does your child prefer?
paperbacks_____ hard-cover_____

20. Does your child have trouble locating the materials he/she wants on the bookmobile?
always___ frequently___ occasionally___ seldom___ never___

21. Is there someone on the bookmobile who will help your child find the books he/she wants?
always___ frequently___ occasionally___ seldom___ never___

22. Does your child ask for help?
always___ frequently___ occasionally___ seldom___ never___

23. Are there enough books for your child to choose from on the bookmobile?
always___ frequently___ occasionally___ seldom___ never___

24. Does your child request books that are not on the bookmobile?
always___ frequently___ occasionally___ seldom___ never___

25. How often has your child borrowed any of the following types of material from the bookmobile during the past year?
records or tapes (not available___)
very frequently___ frequently___ occasionally___ seldom___ never___
magazines (not available___)
very frequently___ frequently___ occasionally___ seldom___ never___
films (not available___)
very frequently___ frequently___ occasionally___ seldom___ never___
art prints (not available___)
very frequently___ frequently___ occasionally___ seldom___ never___
other (please describe_____)
very frequently___ frequently___ occasionally___ seldom___ never___

26. Does your child use the resources of the bookmobile to help with homework?
always___ frequently___ occasionally___ seldom___ never___

27. Does your child ever look things up in the encyclopedias on the bookmobile?
always___ frequently___ occasionally___ seldom___ never___

28. Please have your child comment on the quality of bookmobile service. How would he/she like for it to be improved? What are the best ways it has served him/her in the past? _____

_____

_____

_____

_____

_____

Section 2: Books-by-Mail

29. How often does your child use the books-by-mail service?
daily_____ weekly_____ monthly_____ less than monthly_____

30. Would your child like catalogs to come more often?
yes_____ no_____

31. Are the instructions on how to use books-by-mail clear and easy for your child to understand?
completely_____ moderately_____ not at all_____

32. Are the catalogs usually printed clearly?
always___ frequently___ occasionally___ seldom___ never___

33. Is the catalog usually designed attractively?
always___ frequently___ occasionally___ seldom___ never___

34. Are the descriptions or annotations of the books in the catalogs easy for your child to understand?
always___ frequently___ occasionally___ seldom___ never___

35. Do the descriptions or annotations of the books in the catalog reflect the content of the childrens books?
always___ frequently___ occasionally___ seldom___ never___

36. Does your child borrow fiction through books-by-mail?
always___ frequently___ occasionally___ seldom___ never___

37. What types of fiction does your child prefer?

_____animal stories
_____adventure stories
_____mystery stories
_____sports stories
_____fairy tales & fables
_____picture story books
_____poetry
_____funny stories
_____fantasy
_____realistic fiction
_____other (please describe)_____
_____

38. Does your child borrow non-fiction from books-by-mail?
always___ frequently___ occasionally___ seldom___ never___

39. What types of non-fiction does your child prefer? (check 3)

_____animals
_____sports
_____picture books
_____biography
_____history
_____science
_____social studies
_____art
_____religion
_____problems from real life
_____current events
_____concept books (ABC, counting books, etc.)
_____informational books (science, history, social studies, art)
_____other (please describe)_____
_____

40. Which of the following two book formats does your child prefer?
paperbacks_____ hardcover_____

41. Does your child usually receive the books he/she requested?
always___ frequently___ occasionally___ seldom___ never___

42. Are the books-by-mail requests filled promptly?
always___ frequently___ occasionally___ seldom___ never___

43. Does your child request books which are not in the books-by-mail catalog?
always___ frequently___ occasionally___ seldom___ never___

44. Does your child make books-by-mail requests by telephone?
always___ frequently___ occasionally___ seldom___ never___

45. Are there enough books for your child to choose from in the books-by-mail catalog?
always___ frequently___ occasionally___ seldom___ never___

46. How often has your child borrowed any of the following types of material through books-by-mail during the past year?
records or tapes (not available___)
very frequently___ frequently___ occasionally___ seldom___ never___
magazines (not available___)
very frequently___ frequently___ occasionally___ seldom___ never___
films (not available___)
very frequently___ frequently___ occasionally___ seldom___ never___
art prints (not available___)
very frequently___ frequently___ occasionally___ seldom___ never___
other (please describe_____)
very frequently___ frequently___ occasionally___ seldom___ never___

47. a. How frequently does your child telephone or write the public library to ask questions to help with his/her homework?
very frequently___ frequently___ occasionally___ seldom___ never___

b. If your child does, how often are such questions answered to his/her satisfaction?
very frequently___ frequently___ occasionally___ seldom___ never___

48. a. Has your child borrowed books through books-by-mail to assist him/her with school work?
very frequently___ frequently___ occasionally___ seldom___ never___

b. If your child has, how often have the books borrowed satisfied his/her needs or met his/her expectations?
very frequently___ frequently___ occasionally___ seldom___ never___

49. Please have your child comment on the quality of books-by-mail service. How might it be improved? In what ways has it best served your child in the past?

_____

_____

_____

_____

We appreciate your cooperation in completing this questionnaire.

EXTENDING LIBRARY SERVICES IN ALABAMA
Part III
Young Adult's Use of Library Service

Are there any children 13 through 17 years of age in your household?
yes_____ no_____

If the answer is "no," do not complete the remainder of this questionnaire, but please return it in the same envelope with the others.

If the answer is "yes," please ask one child in this age group (13 through 17) to complete the remainder of this questionnaire.

1. What is your age? _____years

2. What is your sex? male___ female___

3. What is your grade level at school? grade_____ (not in school___)

4. During the past year, how frequently have you used the following types of libraries?
   Main public library
   very frequently___ frequently___ occasionally___ seldom___ never___
   Branch public library
   very frequently___ frequently___ occasionally___ seldom___ never___
   School library
   very frequently___ frequently___ occasionally___ seldom___ never___
   Church library
   very frequently___ frequently___ occasionally___ seldom___ never___

5. Which type of library do you prefer to use? _____
   Why?_____
   _____

6. During the past year, how frequently have you used the following types of library delivery services?
   Bookmobile
   very frequently___ frequently___ occasionally___ seldom___ never___
   Books-by-Mail
   very frequently___ frequently___ occasionally___ seldom___ never___
   Depository Collections (Public library materials available in nursing homes, hospitals, schools, etc.)
   very frequently___ frequently___ occasionally___ seldom___ never___
   Other (please describe)_____
   very frequently___ frequently___ occasionally___ seldom___ never___

7. Which type of library delivery service (bookmobile, books-by-mail, depository collections, or other) do you prefer to use? _____
   Why?_____
   _____

The remainder of this questionnaire is divided into two sections: 1. Bookmobile, and 2. Books-by-Mail. If you have used either Bookmobile, Books-by-Mail, or both during the past year, please complete the following sections that correspond to the library delivery systems you have used.

## Section 1: Bookmobile

8. How do you usually go to the bookmobile

| during the school year? | during the summers? |
|---|---|
| _____by car | _____by car |
| _____by bicycle | _____by bicycle |
| _____by walking | _____by walking |
| _____other (please describe)_____ | _____other (please describe)___ |
| _____ | _____ |

9. How long does it usually take you to get to the bookmobile
   during the school year? _____minutes
   during the summer? _____minutes

10. How many times per month do you usually go to the bookmobile
    during the school year? _____times
    during the summer? _____times

11. Would you like the bookmobile to come more often
    during the school year? yes___ no___
    during the summer? yes___ no___

12. Would you like the bookmobile to stop nearer your home
    during the school year? yes___ no___
    during the summer? yes___ no___

13. a. Do you usually go with someone to the bookmobile
       during the school year? yes___ no___
       during the summer? yes___ no___

    b. If yes, usually with whom (check as many as apply)

| during the school year? | during the summers? |
|---|---|
| _____teacher | _____teacher |
| _____mother | _____mother |
| _____father | _____father |
| _____brother | _____brother |
| _____sister | _____sister |
| _____friend | _____friend |
| _____other | _____other |

14. About how many books did you check out the last time you went to the bookmobile? _____

15. Do you borrow fiction from the bookmobile?
    always___ frequently___ occasionally___ seldom___ never___

16. What types of fiction do you prefer? (check 3)

_____animal stories
_____adventure stories
_____mystery stories
_____sports stories
_____cars
_____humor
_____historical stories
_____romance
_____occult & supernatural
_____science fiction & fantasy
_____short stories
_____war stories
_____ westerns
_____classics
_____poetry
_____from movies & television
_____realistic fiction
_____other (please describe)_____
_____

17. Do you borrow non-fiction from the bookmobile?
always___ frequently___ occasionally___ seldom___ never___

18. What types of non-fiction do you prefer? (check 3)

_____animals
_____sports
_____cars
_____biography & autobiography
_____personal problems
_____current events
_____occult & supernatural
_____religion
_____books about war
_____hobbies & crafts
_____science
_____social studies
_____art
_____literature
_____true adventure
_____environment & ecology
_____Black literature
_____other (please describe)_____
_____

19. Which of the following two book formats do you prefer?
paperbacks_____ hard-cover_____

20. Do you have trouble locating the books you want on the bookmobile?
always___ frequently___ occasionally___ seldom___ never___

21. Is there someone on the bookmobile who will help you find the books you want?
always___ frequently___ occasionally___ seldom___ never___

22. Do you ask for help?
always ___ frequently___ occasionally___ seldom___ never___

23. Are there enough books for you to choose from on the bookmobile?
always___ frequently___ occasionally___ seldom___ never___

24. Do you request books that are not on the bookmobile?
always___ frequently___ occasionally___ seldom___ never

25. How frequently have you borrowed any of the following types of materials from the bookmobile during the past year?

records or tapes (not available___)
very frequently___ frequently___ occasionally___ seldom___ never___
magazines (not available___)
very frequently___ frequently___ occasionally___ seldom___ never___

films (not available___)
very frequently___ frequently___ occasionally___ seldom___ never___
art prints (not available___)
very frequently___ frequently___ occasionally___ seldom___ never___
Other (please describe_____)
very frequently___ frequently___ occasionally___ seldom___ never___

26. Do you use the resources of the bookmobile to help with homework?
always___ frequently___ occasionally___ seldom___ never___

27. Do you ever look things up in the encyclopedia on the bookmobile?
always___ frequently___ occasionally___ seldom___ never___

28. Please comment on the quality of bookmobile service. How do you believe it might be improved? In what ways has it best served you in the past?

_____

_____

_____

_____

## Section 2: Books-by-Mail

29. How often do you use books-by-mail?
daily_____ weekly_____ monthly_____ less than monthly_____

30. Would you like catalogs to come more frequently?
yes_____ no_____

31. Are the instructions on how to use books-by-mail clear and understandable?
completely___ moderately___ not at all___

32. Are the catalogs usually legible (printed clearly)?
always___ frequently___ occasionally___ seldom___ never___

33. Is the catalog usually designed attractively?
always___ frequently___ occasionally___ seldom___ never___

34. Are the descriptions or annotations of the books in the catalogs understandable?
always___ frequently___ occasionally___ seldom___ never___

35. Do the descriptions or annotations of the books in the catalogs accurately reflect the content of the books?
always___ frequently___ occasionally___ seldom___ never___

36. Do you borrow fiction through books-by-mail?
always___ frequently___ occasionally___ seldom___ never___

37. What types of fiction do you prefer? (check 3)

_____animal stories
_____adventure stories
_____mystery stories
_____sports stories
_____cars
_____humor
_____historical stories
_____romance
_____occult & supernatural
_____science fiction & fantasy
_____short stories
_____war stories
_____westerns
_____classics
_____poetry
_____from movies & television
_____realistic fiction
_____other (please describe_____
_____

38. Do you borrow non-fiction from books-by-mail?
always___ frequently___ occasionally___ seldom___ never___

39. What types of non-fiction do you prefer? (check 3)

_____animals
_____sports
_____cars
_____biography & autobiography
_____personal problems
_____current events
_____occult & supernatural
_____religion
_____books about war
_____hobbies & crafts
_____science
_____social studies
_____art
_____literature
_____true adventure
_____environment & ecology
_____Black literature
_____other (please describe_____
_____

40. Which of the following two book formats do you prefer?
paperbacks_____ hard-cover_____

41. Do you usually receive the books you requested?
always___ frequently___ occasionally___ seldom___ never___

42. Are your books-by-mail requests filled promptly?
always___ frequently___ occasionally___ seldom___ never___

43. Do you request books which are not in the books-by-mail catalog?
always___ frequently___ occasionally___ seldom___ never___

44. Do you make books-by-mail requests by telephone?
always___ frequently___ occasionally___ seldom___ never___

45. Are there enough books to choose from in the books-by-mail catalogs?
always___ frequently___ occasionally___ seldom___ never___

46. How frequently have you borrowed any of the following types of material through books-by-mail during the past year?

records or tapes (not available___)
very frequently___ frequently___ occasionally___ seldom___ never___
magazines (not available___)
very frequently___ frequently___ occasionally___ seldom___ never___

films (not available___)
very frequently___ frequently___ occasionally___ seldom___ never___
art prints (not available___)
very frequently___ frequently___ occasionally___ seldom___ never___
other (please describe_____)
very frequently___ frequently___ occasionally___ seldom___ never___

47. a. How frequently do you telephone or write the public library to ask questions to help with your homework?
very frequently___ frequently___ occasionally___ seldom___ never___

b. If you do, how often are such questions answered to your satisfaction?
very frequently___ frequently___ occasionally___ seldom___ never___

48. a. Have you borrowed books through books-by-mail to assist you in your school work?
very frequently___ frequently___ occasionally___ seldom___ never___

b. If you have, how often have the books borrowed satisfied your needs or met your expectations?
always___ frequently___ occasionally___ seldom___ never___

49. Please comment on the quality of books-by-mail service. How might it be improved? In what ways has it best served you in the past? _____

_____

_____

_____

_____

We appreciate your cooperation in completing this questionnaire.

EXTENDING LIBRARY SERVICES IN ALABAMA

Cost Analysis of Bookmobile Service

Instructions

Please fill out one form for each bookmobile. Some of the questions ask precise data that may or may not be available. If your response is based upon estimates instead of recorded data, would you so indicate by writing "est." or "approx." after the answer. If you have any questions, please call collect and ask for Dr. James Benson or Dr. Alex Boyd, 205-348-4610, at the University of Alabama.

Name of Library _____

Address _____

Who completed this form? name: _____

title: _____

telephone: _____

1. Annual depreciation on bookmobile? rate _____%

2. Original cost of bookmobile? $_____

3. Year bookmobile purchased? _____

4. Mileage on bookmobile? _____miles on _____date

5. Annual cost of insurance on bookmobile? $_____

6. Operating costs (for last annual reporting period)?

   a. oil and gas. $_____
   b. repairs and parts. $_____
   c. license. $_____

7. Miles traveled during last annual reporting period? _____miles

8. Number of regular stops during a service cycle (i.e. before the route is repeated)? _____

   How long is a service cycle? _____days _____weeks

9a. Total time spent at stops during a service cycle? _____hours

9b. Approximate length of time spent at each stop? _____

10. What % of the bookmobile librarian's time is spent on bookmobile service? _____% Salary (including fringe benefits, library's portion of social security, etc.) charged to bookmobile service? $_____

11. What % of the bookmobile driver's time is spent on bookmobile service? _____% Salary (including fringe benefits, library's portion of social security, etc.) charged to bookmobile service? $_____

12. If additional personnel travel with the bookmobile, please identify by job title:

    title _____ % of time_____ salary,including benefits, charged to bookmobile service $_____

    title _____ % of time_____ salary, including benefits, charged to bookmobile service $_____

13. Please estimate salary cost, including benefits, of library supervisory personnel (not included in 10-12), based on % of time spent on bookmobile service. $_____

14. Please estimate salary cost, including benefits, of other library personnel (ordering, cataloging, etc.), based on % of time spent on bookmobile service. $_____

15. How many books are stocked on the bookmobile? _____
    fiction_____
    nonfiction _____
    juvenile_____

16. What is the approximate current value of these books? $_____

17. How many books were added to the bookmobile collection during the last annual reporting period? _____

18. What was the approximate total cost of the books added? $_____

19. What was the total number of books circulated during the last annual reporting period? _____
    fiction_____
    nonfiction _____
    juvenile_____

20. How many books from the main library collection were circulated by the bookmobile? _____
    fiction_____
    nonfiction_____
    juvenile_____

21. How many books from the bookmobile were lost or stolen during the last annual reporting period? _____

22. What was the approximate value of these lost or stolen books? $_____

23. Approximately how much does it cost your library to process one book for use on the bookmobile?
    wages $_____
    materials $_____

24. Approximately how many books were repaired for continued use on the bookmobile during the last annual reporting period? _____

25. Approximately how much did these repairs cost?
wages $_____
materials $_____

26. Additional comments: _____

_____

_____

_____

We appreciate your cooperation in completing this questionnaire.

EXTENDING LIBRARY SERVICES IN ALABAMA

Cost Analysis of Books-by-Mail

Instructions

Please fill out this form on your Books-by-Mail service. Some of the questions ask for precise data that may or may not be available. If your response is based upon estimates instead of recorded data, would you so indicate by writing "est." or "approx." after the answer. If you have any questions, please call collect and ask for Dr. James Benson or Dr. Alex Boyd, 205-348-4610, at the University of Alabama.

Name of Library _____

Address _____

Who completed this form? name: _____

title: _____

telephone: _____

Name of Books-by-Mail program (i.e., Books-by-Mail, Mailibrary, etc.)

_____

1. What year was your program started? _____

2. Number of rural counties served by your Books-by-Mail program? _____

3. Do you also serve the city areas within those counties? Yes_____ No_____

4. What is the total population in your service area? Rural_____ City_____

5. How many of the total population are actually using the Books-by-Mail service now? _____

6. How many total households receive your catalogs bulk-mailed? _____

7. During the past 12 months:

   a) How many requests have you received? _____
   b) Maximum number of books one can receive at any one time? _____
   c) What is the total number of books that have been requested? _____

8. How many of each of the following types of material have been mailed?
   Paperbacks _____
   Hard cover books _____
   Large-type books _____
   Cassette tapes _____
   Other _____
   (specify)

9. Of the total number of books mailed, what percent was:
   a) Adult books _____%
   b) Young adult books _____%
   c) Children's books _____%

10. Is the postage cost for your service? (Check one)

    a) Free one way only _____
    b) Free both ways _____
    c) Postage not free _____

11. Are reserves placed on unavailable books? Yes_____ No_____

12. What is the size of the collection circulated through Books-by-Mail?
    _____volumes _____titles

13. Is the Books-by-Mail collection part of the main collection of the library or is it separate from the library's main collection?

    a) Portion of total collection _____
    b) Separate Books-by-Mail Collection _____

14. What % of your building is used to operate the Books-by-Mail service?
    _____square feet

15. Have any additions been made to the original facility to house Books-by-Mail service? Yes_____ No_____

16. If you answered yes to no. 15, please answer these questions:

    a) How many square feet were added? _____
    b) What was the cost of construction or purchase price? $_____
    c) What year was the addition made? _____

17. What is the total annual cost to the library of your Books-by-Mail service?
    $_____

18. How much is spent in each of the following categories?

| | |
|---|---|
| Insurance | $_____ |
| Personnel | $_____ |
| Materials | $_____ |
| Postage | $_____ |
| Book Mailers | $_____ |
| Catalogs | $_____ |
| Physical facilities | $_____ |
| Maintenance & Repairs | $_____ |

19. How many professional personnel are involved in Books-by-Mail service?
    _____

20. How many total hours per week of professional time is utilized by the Books-by-Mail service? _____

21. How many nonprofessional personnel are involved in Books-by-Mail service?
    _____

22. How many total hours per week of nonprofessional time is utilized by the Books-by-Mail service? _____%

23a. How often is a new, comprehensive catalog distributed? _____ times per year

23b. How often is a supplement distributed? _____times per year

23c. If questions 23a and 23b do not reflect adequately your publication pattern, please describe the format of your lists and their frequency. _____

_____

_____

_____

24. What is the average production cost or purchase price for an edition of your major publication of titles available for mailing?

Printing cost $_____
Paper cost $_____
Personnel cost $_____
Total cost $_____

Commercial Service
Purchase price $_____

25. Are additional flyers/brochures (relating primarily to promotion and publicity) sent out during the year? Yes_____ No_____

If yes, how much is spent on this additional publicity? $_____

26. What source of funds are used to finance the Books-by-Mail service?

Regular library funds $_____
LSCA Title I funds $_____
State funds $_____
Others (specify) $_____

27. Additional comments: _____

_____

_____

_____

We appreciate your cooperation in completing this questionnaire.

EXTENDING LIBRARY SERVICES IN ALABAMA

Survey of Library Staff

Would you respond to the following questions as completely and as frankly as possible? In many cases it will be difficult to make a choice from among almost equally desirable alternatives, but some indication of priority is needed. A cumulation of all returns will indicate the close relationship of choices.

1. In a period of financial accountability, which, in your opinion, are the most important groups the library should be serving?

Circle one (1)

a. Children
b. Young Adults
c. Adults
d. Other_____ (please describe)

(Circle three (3)

a. Disadvantaged (socio/economic)
b. Disadvantaged (educationally)
c. Physically handicapped
d. Aged
e. Inmates of jails and/or prisons
f. Researchers
g. Professional people
h. Homemakers
i. Other_____ (please describe)

2. In a period of financial accountability, which, in your opinion, of the above groups should the library give less priority?

Indicate one (1) from the group immediately above.

_____

Indicate three (3) from the group immediately above.

_____

_____

_____

3. In a period of financial accountability, which, in your opinion, are the most important user services the library should be providing?

Circle three (3)

a. Answering informational questions
b. Providing recreational reading
c. Cooperating in adult basic education programs
d. Assisting groups in planning and conducting programs
e. Assisting groups in planning and conducting programs
f. Providing audiovisual (films, phonographs, etc.) services
g. Maintaining archival collections on local history
h. Providing resources for study and research
i. Other_____ (please describe)

4. In a period of financial accountability, which, in your opinion, of the above user services should the library give less priority?

Indicate three (3) from the above group.

_____

_____

_____

5. Which of the library service points indicated below do you consider most effective?

   Circle two (2)

   a. Main library
   b. Books-by-Mail
   c. Branch library
   d. Bookmobile

6. Which of the above library service points do you consider least effective?

   Indicate two (2)

   _____

   _____

7. With which of the above service points do you have the most working experience? _____

8. With which of the above service points do you have the least working experience? _____

9. What means of disseminating information about the library's activities do you consider most effective?

   Circle one (1)

   a. Newspaper
   b. Personal contact
   c. Radio
   d. Television
   e. Family
   f. Other _____(please describe)

10. Which of the above means of disseminating information do you consider the least effective?

    Indicate one (1) from the above group.

    _____

11. In what ways, in your opinion, could the library be making a more important contribution to the community?

    _____

    _____

    _____

    _____

12. Any additional comments: _____

_____

_____

_____

We appreciate your cooperation in completing this questionnaire.

EXTENDING LIBRARY SERVICES IN ALABAMA

Survey of Community Leaders

Would you respond to the following questions as completely and as frankly as possible? In many cases it will be difficult to make a choice from among almost equally desirable alternatives, but some indication of priority is needed. A cumulation of all returns will indicate the close relationship of choices.

1. In a period of financial accountability, which, in your opinion, are the most important groups the library should be serving?

Circle one (1)

a. Children
b. Young Adults
c. Adults
d. Other_____
(please describe)

Circle three (3)

a. Disadvantaged (socio/economic)
b. Disadvantaged (educationally)
c. Physically handicapped
d. Aged
e. Inmates of jails and/or prisons
f. Researchers
g. Professional people
h. Homemakers
i. Other_____
(please describe)

2. In a period of financial accountability, which, in your opinion, of the above groups should the library give less priority?

Indicate one (1) from the group immediately above.

_____

Indicate three (3) from the group immediately above.

_____

_____

_____

3. In a period of financial accountability, which, in your opinion, are the most important services the library should be providing?

Circle three (3)

a. Answering informational questions
b. Providing recreational reading
c. Cooperating in adult basic education programs
d. Providing resources for genealogical searches
e. Assisting groups in planning and conducting programs
f. Providing audiovisual (films, phonographs, etc.) services
g. Maintaining archival collections on local history
h. Providing resources for study and research
i. Other_____(please describe)

4. In a period of financial accountability, which, in your opinion, of the above services should the library give less priority?

Indicate three (3) from the above group

_____

_____

_____

5. Which of the library service points indicated below do you consider most effective?

Circle two (2)

a. Main library
b. Books-by-Mail
c. Branch library
d. Bookmobile

6. Which of the above library service points do you consider least effective?

Indicate two (2)

_____

_____

7. Which of the above service points have you used?

_____

8. What is your primary source of information about the activities of the library? Circle one (1).

Circle one (1)

a. Newspaper
b. Personal contact
c. Radio
d. Television
e. Family
f. Other_____(please describe)

9. In what way(s) could the library make a more important contribution to your community? _____

_____

_____

10. Any additional comments: _____

_____

_____

We appreciate your cooperation in completing this questionnaire.